DECEMBER 13, 1948 PRICE 25 CENTS

BROADCASTING TELECASTING

TECHNOLOGY DEPARTMENT
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The Newsweekly of Radio and Television

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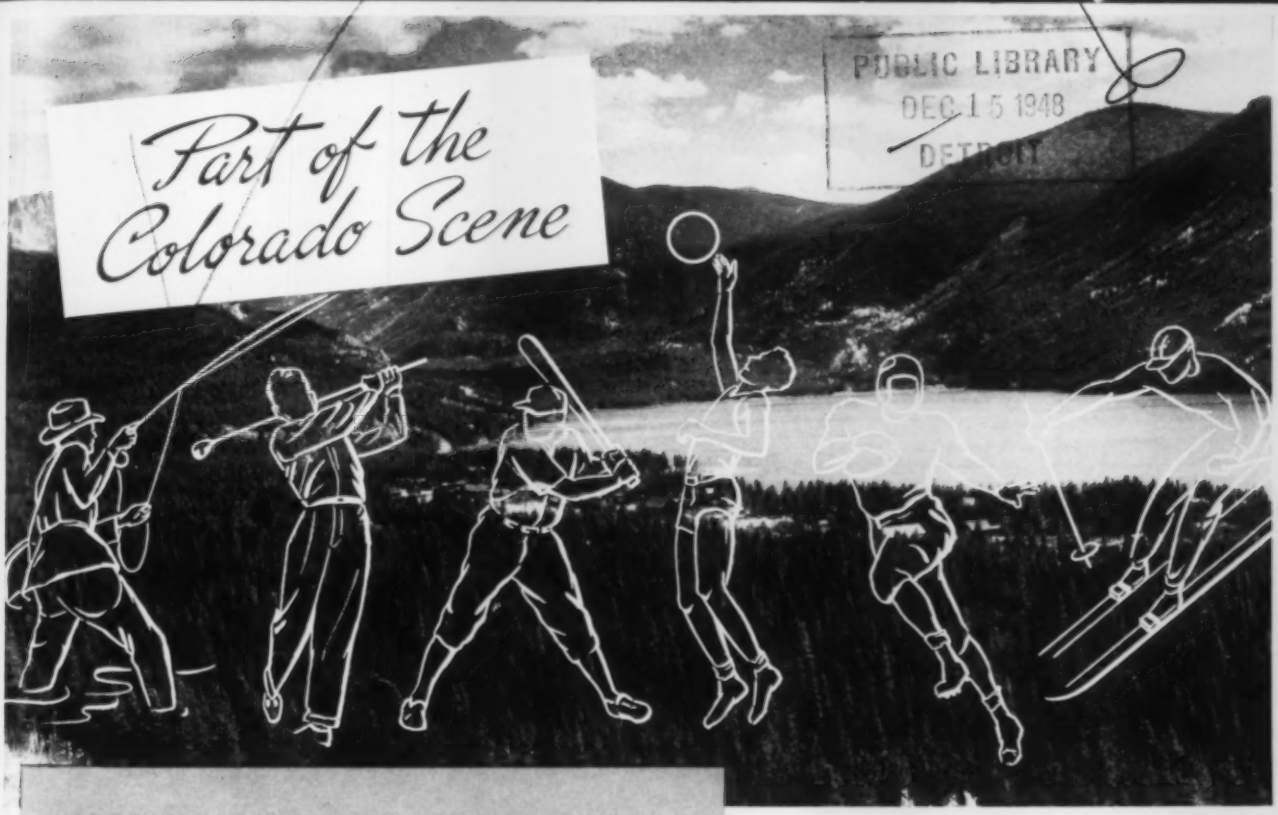


SPORTS— Sporting blood runs thick in the veins of most Coloradoans. It's in the air. Sports of every kind are not only major pastimes of the people, they're big business, too. Denver is the annual scene of the national AAU basketball tournament; the Denver Open Golf Tourney attracts the topmost stars and thousands of spectators. Football and professional baseball draw capacity crowds. The unsurpassed fishing and hunting in the state bring sportsmen from all over the Middle West and now winter sports are beginning to flourish. Winter and summer, all year long, sports occupy an important place in the lives of Colorado people and in the economic life of the state.

KLZ SPORTSCASTS—KLZ caters to Colorado's wide interest in sports with a variety of programs: Broadcasts of topflight football games and other major sporting events, hunting and fishing information, and regular sportscasts. Well-known personalities in the sports world are frequent visitors to KLZ's microphone. Vince Boryla, member of the U. S. Olympic basketball team and now a student at Denver University, is shown, left, being interviewed during a recent sportscast by Glen Martin, KLZ Sports Director.

KLZ
DENVER
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY
REPRESENTED BY THE KATZ AGENCY

"WLS is the most popular station around these parts"

Fulton County Courthouse—Rochester, Indiana

J. Keith Lungren, Owner
Farm Center
Rochester,
Indiana

J. Keith Lungren, owner of the Farm Center, feed and seed store in Rochester, Indiana, exemplifies the new progressive attitude among merchants serving agriculture. After receiving his degree in poultry husbandry from Iowa State College in 1938, Mr. Lungren worked for a company doing extensive agricultural research. Later, he joined a feed company as poultry fieldman. His ability and scientific knowledge attracted management's attention and he was sent to Texas to open a new company retail outlet. Within a short time he had built the store into the largest retail outlet in the company's organization.

Mr. Lungren's deep-rooted belief in the agricultural importance of the Midwest prompted his return to Indiana. He settled in Rochester, county seat of Fulton County, and bought the Farm Center. His plans are already underway for enlarging the business, which now includes a variety of poultry and farm supplies.

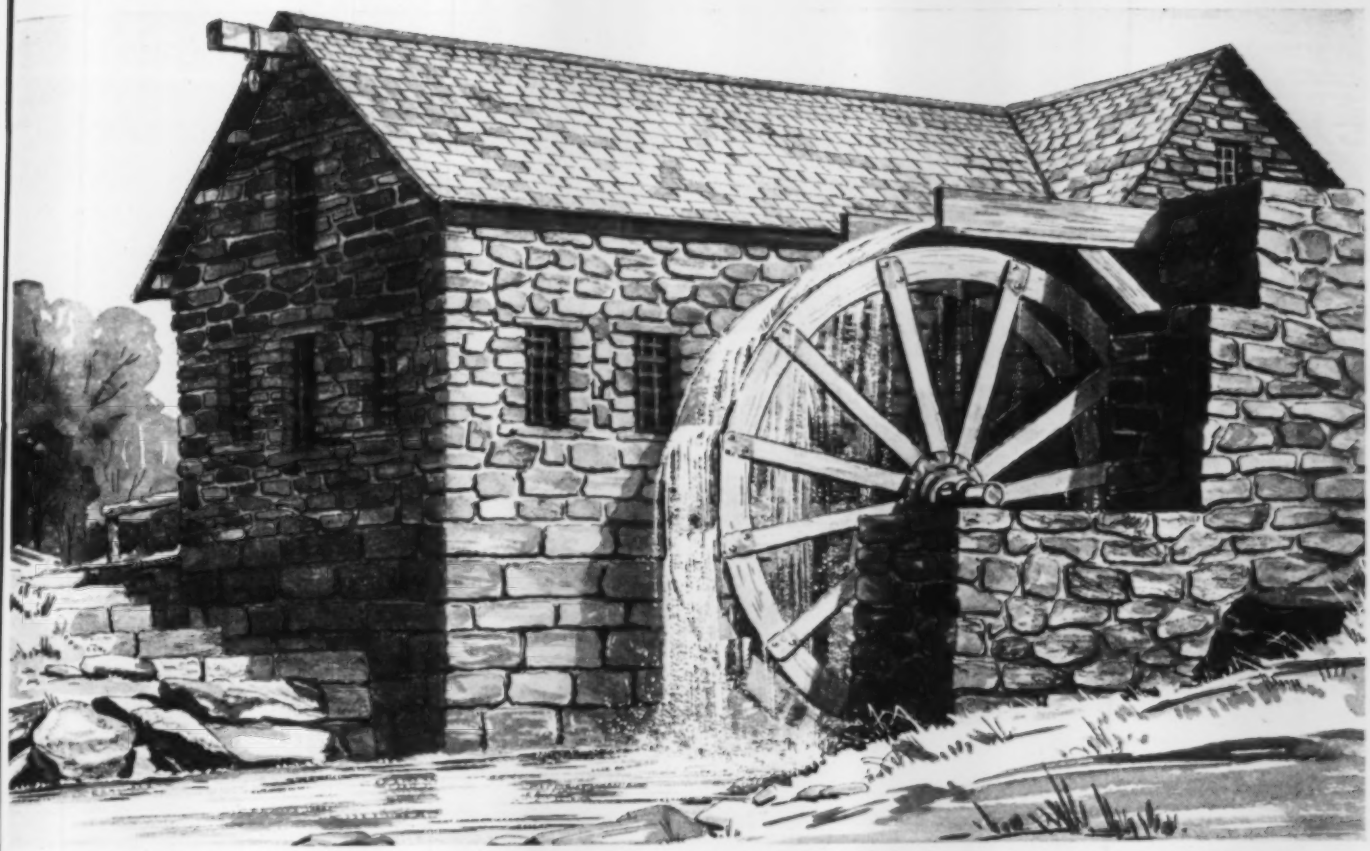
Although a comparative newcomer to Fulton County, Mr. Lungren soon realized the power and importance of WLS. The service, entertainment and education have made it a tradition among agricultural folks. Figures bear out WLS popularity in Fulton County, too. WLS is the leading station according to BMB—88% day, 80% night. In 1947, its 4,120 radio homes sent 4,792 letters to WLS—116% response!

Fulton County, with its annual retail sales of 11 million dollars and effective buying income of over 19½ millions, is an important spoke in the Midwestern hub of agriculture. Yet, it is but one of 567 counties in the WLS BMB daytime coverage.

The loyalty to, confidence in, and acceptance of WLS among the people of Fulton County typify the faith Midwest listeners have in this 50,000-watt voice of service. As a trusted friend, WLS carries a commercial impact, too. Ask your John Blair man how this impact can be put to work for you.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.



It takes a steady grind to produce sales in New England

It takes co-ordination of consumer advertising and dealer effort in many local markets to produce New England-wide results.

There is a made-to-order way to achieve this co-ordination: Use Yankee home-town stations to command attention in twenty-four principal markets. In each area tell your story to enough people often enough and the local merchants soon will feel the impact.

The advantage of Yankee is that it gives you all New England in one piece, plus the local sales punch you want in each market. It's the best way to put on a hard-hitting campaign, commanding lively dealer interest and tie-ins, to produce and hold sales volume.

For the steady grind that produces, buy Yankee's 24 home-town stations covering the Yankee six-state area.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

THERE ARE now seven votes on FCC to eliminate AVCO procedure of competitive bidding on station sales. It's now question, presumably, of getting around to writing of ruling that would do trick.

ARMY officials haven't admitted it, but station inquiries on alleged pinkish proclivities of *Theatre USA* talent are spurring inquiry into ABC network series.

ANNUAL revenue from time sales may pass $400,000,000 for the first time in 1948. NAB last September estimated $383,000,000 for 1948 but will revise figure upward. Picture for last quarter appears brighter but operating costs still soaring faster than income.

AFTER WEEKS of negotiation, indications are that sale of WINX by *Washington Post* will be buttoned up this week. Purchaser expected to be Billy Banks, operator of WHAT Philadelphia. Transaction also would involve sale of WINX-FM plus real estate to new WTOP Inc. (owned 55% by *Post* and 45% by CBS) for combined price of around $325,000.

SEQUEL to WINX sale will be transfer of KQW San Jose-San Francisco to full ownership of CBS [BROADCASTING, Oct. 25]. FCC already has approved both WTOP control sale to *Post* and CBS acquisition of remaining 55% in KQW from Brunton family.

ONE of worst barriers to TV picture quality—2.7 mc limit on coaxial cable channel—getting serious AT&T attention. Understood installation of amplifiers permitting higher fidelity in networking will be started in not too distant future.

ONE of the largest TV set manufacturers considering retiring from field because of difficulty in making enough tubes for profitable TV set sales. Company unable to supply tubes for new sets or replacements for burned-out tubes in old sets.

ALTHOUGH Chairman Wayne Coy talked in expected glittering generalities about his seance with President Truman Dec. 3, it's good guess that real import of his conversations will be reflected in legislative recommendations sent to Congress by FCC when it convenes next month. Rather than wait for Congress to pick up ball, chances are Mr. Coy will urge clarification of existing law.

FIRST extensive mail balloting for NAB board posts, slated in January and February, may bring sharp changes in makeup of 25-man group. Sixteen directors to be named by mail, eight of nine odd-numbered districts and eight at-large vacancies. With T. A. M. Craven losing eligibility due to new engineering connec-

(Continued on page 98)

Upcoming

Dec. 13-14: CBS Ninth District Affiliates Meeting, Columbia Square, Hollywood.

Dec. 16: Independent Television Producers Assn. meeting, Barbizon Plaza Hotel, New York.

Dec. 27-29: American Marketing Assn. annual convention, Cleveland.

(Other Upcomings, page 70)

Bulletins

REPEAL of 25% tax on telephone and telegraph tolls, portion of which is passed on to radio industry through higher rates, will be sought in 81st Congress by Rep. James H. Morrison (D-La.), he revealed Friday. Communications tax, he said, imposes tremendous burden on its chief users, newspapers and radios.

WEST COAST time differences resulting from California's daylight and Oregon and Washington's standard time, cease Jan. 1. Gov. Earl Warren feels power shortage has abated and California can return to standard time. Main broadcasting changes expected to be time shuffling of Pacific time zone programs.

NATIONAL Security Resources Board, in conference with President Truman and Cabinet members Friday, recommended enactment of emergency powers law for use in any national crisis. Eight reports heard on legislation required for 20-point program, including many World War II measures which have been repealed.

COMMITTEE NAMED FOR ALL-RADIO DRIVE

CALL for speed in All-Radio Presentation was sounded Friday in New York as industry representatives formed Overall Industry Presentation Committee to direct project. Committee will operate like Industry Music Committee, with own officers and finances.

Completion of film in time for showing at NAB April convention set as goal. Victor M. Ratner, CBS, authorized to spend funds to bring material to script stage by early January. New committee will start collecting pledges and intensify drive among unsigned stations.

Officers of overall committee were elected as follows: Gordon Gray, WIP Philadelphia, chairman; Herbert L. Krueger WTAG Worcester, Mass., treasurer; Eugene S. Thomas, WOIC (TV) Washington, assistant treasurer; Maurice B. Mitchell, NAB, secretary.

Executive or steering committee, with full authority to act between main committee meetings, consists of Messrs. Gray and Mitchell; Ralph Weil, WOV New York (unaffiliates); George Wallace, NBC (networks); Lewis Avery, Avery-Knodel (representatives).

Business Briefly

GULF OIL RENEWS • Gulf Oil Corp., Pittsburgh, has renewed Bob Smith *Gulf Road Show* on NBC-TV Thursdays, 9-9:30 p.m., for additional 13 weeks. Agency, Young & Rubicam, New York.

HEIDT SHOW TO MOVE • Philip Morris Co., New York, agreed Friday to transfer the Horace Heidt show on NBC from 10:30-11 p.m. Sunday to 7-7:30 p.m. Sunday, when Jack Benny program deserts period Jan. 2 for CBS. Agency, Biow Co., New York (see page 22).

BOTH NBC, CBS MAY CARRY PHIL HARRIS EIGHT WEEKS

PLANS about complete late Friday for shift of Phil Harris program from NBC to CBS (early story page 22). NBC understood to have refused to release last eight weeks of Phil Harris series (Sun., 7:30-8 p.m.) so CBS expected to transcribe program off line for this period and repeat it at 8 p.m., starting Jan. 2. This would mark first regular transcribed series in CBS history.

New Sunday lineup means CBS may shift Sam Spade (Wildroot) from Sun., 8-8:30 p.m. to Thurs., 9:30-10 p.m., Gene Autry (Wrigley) moving from Sun., 7-7:30 p.m. to same time Saturday.

NBC SHOW BACK ON KFI

NBC *Chesterfield Supper Club* returns to KFI Los Angeles today (Dec. 13) in former 9 p.m. spot, plus 11:30 p.m. re-broadcast. Program taken off KFI Nov 19 when station refused to stop interrupting it to broadcast frost warnings [BROADCASTING, Nov. 22, Nov. 29]. Length of NBC contract with KMPC Hollywood, which has carried program since Dec. 6, not determined as BROADCASTING went to press.

AUDIENCE COMPARISONS

FIRST RELEASE of Hooper national audience comparisons will be made Thursday morning in Chicago, at Hooperatings subscriber conference. Analyses, supplemented by slides, will include Hooper index, market-by-market brand exposures per 100 homes and a preview of television audience measurements. Radio executives and advertiser, agency and network representatives will attend session, 10 a.m. until noon at Knickerbocker Hotel.

GILMAN QUITS LEVER BROS.

JOHN R. GILMAN, vice president in charge of advertising for Lever Bros., Cambridge, Mass., has resigned. Reason given by company was "incompatibility between Mr. Gilman and his boss." Mr. Gilman reported directly to Charles Luckman, firm's president.

B & B VICE PRESIDENTS

EDWARD ESTY STOWELL and PHILIP A. CLELAND elected vice presidents of Benton & Bowles, New York agency. Both to continue administering ad divisions of General Foods.

"SAYS MR. HOOPER"

For the Months of
September and October

AGAIN
K-R-L-D
RANKS 1st

in DALLAS in Listeners
Between 6:00 and 10:30 p. m.

"MR. HOOPER FURTHER SAYS,"
KRLD Ranks **14th** Among The
Top Twenty Stations He Surveys In
The United States In Total Listeners
Between 6:00–10:30 p. m.

That's Why
KRLD and KRLD-FM
Is Your Best Buy

CBS

50,000 Watts Day and Night

KRLD -- KRLD-FM

The Times Herald Stations

Dallas Studios Ft. Worth

Let a Branham Man Tell You More

WIP Produces

Example #9

The Huberman Jewelry Stores in Philadelphia, Lebanon, Pa., and Camden, New Jersey, have sponsored "Midnight Bandwagon" on WIP since 1944. A full hour, midnight to 1 a.m. Monday through Saturday, the program has not only definitely increased traffic in all three stores but has stepped up the sale of higher priced merchandise.

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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BUSINESS

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SPECIAL PUBLICATIONS

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD R. LEVI, *Manager*
John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

A

Merry Christmas

AND

Happy New Year

TO ALL AMERICANS OF

GOODWILL

WJR

THE GOODWILL STATION, DETROIT

G. A. Richards
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst to the Pres.

WBBM Chicago
WTOP Washington
WCBS, WCBS-TV New York
KMOX St. Louis
WCCO Minneapolis
WCAU, WCAU-TV Philadelphia
KNX, CPN Los Angeles
WEEI Boston
WAPI, WAFM Birmingham
WRVA Richmond
KSL Salt Lake City
WBT Charlotte
We Ask
RADIO SALES
balet

sk Lot of Questions

Your Radio Sales Account Executive can give you the answers on how to make your sales curve climb. Because Radio Sales Research—the most penetrating and resourceful in spot radio—has asked a lot of questions. Not only about listening habits (356,645 individual station audience measurements in the past six months alone). But about buying habits too (fifty billion dollars is spent annually by the families served by all Radio Sales represented stations). So if you're questioning the effectiveness of your advertising in twelve of your most important markets, call in your Radio Sales Account Executive.

Radio Sales

RADIO AND TELEVISION STATIONS REPRESENTATIVE... CBS

XUM

Telestatus

Nov. 7-13 Accounts
(Report 37)

A 50% GAIN in the number of TV advertisers was registered in a single month, bringing the total to 626 in the first week of November. This includes 37 network, 216 spot, and 373 local advertisers. It was the largest increase since the first report in June. (See Table I.)

According to the November Rorabaugh Report on Television Advertising, New York led the markets in total gain registering 56 accounts above the previous month, with 161 advertisers on six outlets. Other cities showing large gains were Detroit, 18; Washington 18; Baltimore 13, and Los Angeles 10. The average station in each of these markets boasted nearly 30 advertisers. (See Table II.)

The report covers 21 markets with a total of 37 commercial television stations in operation. The first week of each month is used as a basis for judging the month's business.

Tops in TV

Apparel, automotive and radio and television dealers led all other advertisers in the television lineup. Other most frequent advertisers were food and products, household equipment and furnishings, beer, wine and liquor dealers and retail stores. (See Table III.)

Local advertising, possibly spurred on by the fall and Christmas shopping season, gained most over October, adding nearly 100 new advertisers, while spot advertising increased by 31 accounts.

New York, Philadelphia and Boston and Baltimore remained tops in number of accounts using television, together making up about 85% of all advertising on television. The remaining 15% is scattered through the 17 other cities having commercial TV outlets.

New York led the pack with 76 new advertisers in the market, while Washington added 31 to its fast-growing video roster. Philadelphia gained 24; Baltimore and Detroit gained 23.

Of New York's 76 new advertisers, 10 were network, 33 were spot, and 33 local accounts. Washington gained 10 network advertisers also, as well as 6 spot and 15 local accounts. (Table IV.)

Three of the major TV markets showed some loss in TV accounts from October, though the month was one of tremendous gain. Those cities are Chicago, Cleveland and St. Louis, with a loss of four accounts in each city. New Haven, with one TV outlet, remained the same as the October report, with 20 advertisers.

In the six-month period covered by these reports, the total number of advertisers has jumped from 234 to the present 626, and November's big gain indicated that an even faster rate of increase is due for 1949.

In this period network advertising has increased from 14 to 37 advertisers, while spot advertising increased from 76 accounts to 216. Local advertising, the leader since the beginning, has increased from 144 to 373 accounts.

The Dec. 20 TELESTATUS will contain types of program and time used in the Nov. 7-13 period.

TABLE I

Six-Month TV Advertising Report
(June-Nov. 1948)

	June Report	July Report	Aug. Report	Sept. Report	Oct. Report	Nov. Report
No. of Markets	11	16	19	19	21	21
No. of Stations	20	26	32	32	37	37
No. of Advertisers:						
Network	14	14	18	21	33	37
Selective	76	113	122	119	181	216
Local-Retail	144	153	197	236	281	373
TOTAL ADVERTISERS	234	280	337	376	495	626

TABLE II

Markets & Types of Accounts
(Nov. 7-13)

	*Network	Spot	Local-Retail	Total Nov. 7-13	Total Oct. 3-9	Gain or (Loss)
Atlanta WSB-TV	3	8	8	19	13	6
Baltimore WBAL-TV, WMAR-TV	35	28	41	104	91	13
Boston WBZ-TV, WNAC-TV	32	17	11	60	53	7
Buffalo WBEN-TV	5	9	12	26	19	7
Chicago WBKB, WGN-TV, WENR-TV	2	33	16	51	55	(4)
Cincinnati WLWT	6	15	5	26	19	7
Cleveland WEWS	2	12	3	17	21	(4)
Detroit WWJ-TV, WXYZ-TV	6	16	19	41	23	18
Ft. Worth-Dallas WBAP-TV	2	5	8	15	14	1
Los Angeles KFI-TV KTLA, KTSL	2	27	30	59	49	10
Milwaukee WTMJ-TV	6	7	29	42	40	2
Minn.-St. Paul KSTP-TV	4	5	6	15	9	6
New Haven WNHC-TV	3	7	10	20	20	0
New York WABD, WATV, WCBS-TV, WJZ-TV, WNBT, WPIX	37	80	44	161	102	59
Philadelphia WCAU-TV, WFIL-TV, WPTZ	34	48	46	128	119	9
Richmond WTVR	27	6	8	41	36	5
St. Louis KSD-TV	5	14	3	22	26	(4)
Salt Lake City KDYL-TV	3	4	10	17	10	7
Schenectady WRGB-TV	28	6	3	37	33	4
Toledo WSPD-TV	5	9	21	35	31	4
Washington WMAL-TV, WNBW, WTTG	37	31	40	108	92	16

Note: Those advertisers who bought both network and selective (spot) time are counted twice in the "Total" columns. Those network advertisers sponsoring more than one show in a given market are counted once in the "Network Accts." column; this adjustment was not made in previous issues.

TABLE III

TV Advertisers Nov. 7-13

	Network	Spot	Local	Total
1. Agriculture & farming	—	—	—	—
2. Apparel, footwear & accessories	3	39	44	86
3. Automotive, auto accessories & equipt.	2	6	66	74
4. Aviation, aviation accessories & equipt.	—	—	—	—
5. Beer, wine & liquor	—	35	2	37
6. Building materials, equipt. & fixtures	—	8	4	12
7. Confectionery & soft drinks	—	18	1	19
8. Consumer services	—	3	25	28
9. Drugs & remedies	2	1	1	4
10. Entertainment & services	—	1	9	10
11. Food & food products	4	28	11	43
12. Gasoline, lubricants & other fuels	2	9	2	13
13. Horticulture	—	—	3	3
14. Household equipt. & supplies	3	11	23	37
15. Household furnishings	1	12	17	30
16. Industrial materials	—	—	—	—
17. Insurance	—	—	—	—
18. Jewelry, optical goods & cameras	—	6	13	19
19. Office equipt., stationery & writing supplies	—	4	4	8
20. Publishing & media	—	5	5	10
21. Radios, phonographs, musical instruments & accessories	6	13	60	79
22. Retail stores & shops	—	6	32	38
23. Smoking materials	5	10	1	16
24. Soaps, cleansers & polish	1	2	1	4
25. Sporting goods & toys	3	5	4	12
26. Toiletries	5	3	1	9
27. Transportation, travel & resorts	—	3	3	6
28. Miscellaneous	—	5	5	11
	35	233	338	606*

* smaller than actual total as network advertisers using spot in more than one market are counted only once.

TABLE IV

Newly Active Accounts

	Network	Selective	Local-Retail	Total
Atlanta	—	3	3	6
Baltimore	9	5	9	23
Boston	7	5	4	16
Buffalo	1	2	10	13
Chicago	1	7	6	14
Cincinnati	1	4	1	6
Cleveland	1	1	—	2
Detroit	1	8	14	23
Ft. Worth-Dallas	—	—	2	2
Los Angeles	—	7	11	18
Milwaukee	1	—	5	6
Minn.-St. Paul	1	3	2	6
New Haven	—	1	3	4
New York	10	33	33	76
Philadelphia	9	10	5	24
Richmond	5	1	—	6
St. Louis	1	2	1	4
Salt Lake City	—	2	6	8
Schenectady	5	1	—	6
Toledo	—	3	5	8
Washington	10	6	15	31

TELEPULSE
WABD Daytime Rating High

FIRST TELEPULSE rating of the WABD (TV) New York daytime video programs shows them out-pulling competing sound broadcasting fare from the start. WABD entered daytime telecasting Nov. 1. Survey by The Pulse Inc., covering Nov. 3 through Nov. 9, showed Ted Steele's piano and song program rating 8.0, well ahead of his nearest competitor, a daytime serial rating 5.3. Dennis James' *Okay Mother* achieved 6.7, with 3.3 the best any of the sound broadcasting programs on at the same time could do.

Even the "Clock-Temperature" periods of service programming not designed as entertainment rated better than their AM competition, WABD reported. General Manager Leonard Hole commented: "We find the current Telepulse report immensely satisfying and are confident subsequent Pulse surveys will show a continuing trend in the same directions."

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, it's WMAR-TV for Service

Scenes like the one above have become a familiar sight on the streets and highways of Baltimore and Maryland as WMAR-TV's fleet of mobile units covers the Chesapeake Bay area to bring its loyal audience the best in television.

Go to any major sports event or civic function and you will probably see one of the two completely equipped mobile units parked there getting the show for WMAR-TV's audience.

Follow a fire engine or police car speeding to the scene of a news event and you will probably see WMAR-TV's newsreel station wagon and news cameramen in action.

If a remote pickup is in an isolated spot without the necessary electrical facilities, the remote tender goes along to supply the power from its own generator. Or if the scene of a remote pickup is too far distant from the transmitter, the tender will serve as a microwave relay point between the remote unit and the transmitter.

In one week, WMAR-TV's two remote units brought its audience fourteen separate remote telecast shows while newsreel cameramen recorded fifty-two separate news events on film.

Wherever there's entertainment or news, Marylanders have learned to expect WMAR-TV's mobile fleet to be on the spot to bring them the best in television program service.

Represented by

THE KATZ AGENCY, INC.

NEW YORK · DETROIT · KANSAS CITY · SAN FRANCISCO
CHICAGO · ATLANTA · DALLAS · LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

THE BEER THAT MADE MILWAUKEE FAMOUS*

Schlitz Beer makes use of the phrasing: 'I was curious . . . I tasted it . . . Now I know.'

Many a time buyer in the Memphis market can well say: 'I was curious about WHHM . . . we tried it . . . and now we're sold.'

For WHHM is the station that delivers

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

Put your next Memphis schedule on the Station that's making Memphis history.

WHHM

Independent - but not aloof

Memphis, Tennessee

Patt McDonald, manager — FORJOE & CO., representatives

Member
Association of
Independent
Metropolitan Stations

* Schlitz Beer uses this one

Agencies

ALFRED ROONEY resigns as vice president and manager of Lennen & Mitchell, Beverly Hills, Calif. West Coast office will now operate as service office for New York radio accounts, headed by **BENJAMIN R. POTTS**. Mr. Potts was formerly with Erwin, Wasey & Co., Los Angeles [BROADCASTING, Dec. 6].

ROBERT SHIREY, manager of Hollywood office, J. Walter Thompson Co., elected vice president of board of governors, Southern California AAAA to complete unexpired term of **ALFRED ROONEY**, former vice president of Lennen & Mitchell, Beverly Hills, Calif., office. (See above.)

PETER ZANPHIR, former advertising director of Publix Shirt Corp., New York, joins William H. Weintraub & Co., New York, as an executive in radio department.

GEORGE E. HOWARD, formerly with Harry E. Foster Agencies, Toronto, joins Alford R. Poyntz Adv., Toronto, as radio director.

FRED WIGHT, formerly production manager with Raymond L. Sines & Assoc., San Francisco, appointed production manager of McCarty Co., same city.

WILL PEARCE, head of art department of four West Coast offices of Botsford, Constantine & Gardner, appointed vice president of agency.

CATHERINE BIDELSPACHER, formerly of Compton Adv., New York, joins media staff of Botsford, Constantine & Gardner, San Francisco.

DAVID J. COOK, formerly with L'Esperance, Sivertson & Beran, San Francisco, joins production department of BBDO, same city.

FRED CRAWSHAW, former vice president and account executive of Garfield & Guild, San Francisco, joins Young & Rubicam, same city, as account executive.

BLANCHE GRAHAM, formerly with now dissolved Dunn-Fenwick & Co., joins Los Angeles office of Abbott Kimball Co. of Calif. as coordinator of internal operations. **MARY LOUISE COOK**, formerly with *California* Magazine, also joins agency as assistant on new business.

EVELYN CHURCHMAN, formerly with Stamps-Conhaim Inc., Los Angeles, joins Raymond Keane Adv., same city, as copy writer.

ROD MacDONALD resigns as account executive of Botsford, Constantine & Gardner, San Francisco. He has announced no future plans.

THOMAS J. ELLIS, formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins Maxon Inc. as space buyer in New York office.

HARRIET RUDERMAN, formerly of W. B. Doner Co., Chicago, radio department, forms her own agency in that city.

JOHN A. E. McCLAVE, vice president of Lewis & Gilman, Philadelphia, elected treasurer of firm.

STERLING ELLIS joins Ross Sawyer Adv., Los Angeles, as production manager.

GEORGE LAMONT, former vice president of McKim Adv., Montreal, joins MacLaren Adv., same city.

PAUL R. WADDELL is promoted to associate copy director at Young & Rubicam, Chicago, after working on copy staff.

ARTHUR FARLOW, Pacific Coast manager of J. Walter Thompson Co., transfers from San Francisco to New York office. **FRED H. FIDLER**, head of firm's motion picture department in New York, will be transferred to San Francisco to replace Mr. Farlow.

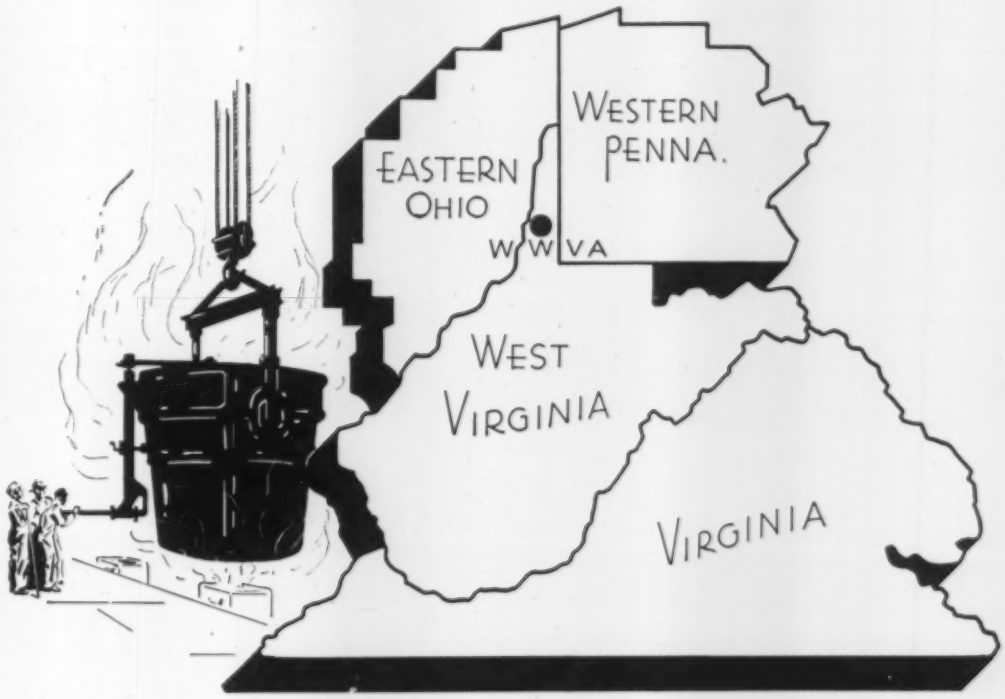
BLAISDELL GATES, former vice president and West Coast manager of Abbott Kimball Co. of California, joins Merchandising Factors, San Francisco, as head of agency promotion and new business.

LORENA DANKER, former contact woman in Hollywood for J. Walter Thompson Co., and **LOUIS B. MAYER**, movie producer, have announced their marriage.

CLINTON D. CARR, president, announces opening of his agency, Clinton D. Carr & Co., at 24 E. 25th St., Baltimore. Mr. Carr was formerly vice president of Baltimore office of Justin Funkhouser Adv.

JAY GABRIEL BUMBERG Adv., New York, announces new location of offices at 8 E. 48th St., Suite 3G. Telephone: Plaza 9-3858.

MORE THAN HALF THE NATION'S STEEL IS PRODUCED IN THIS WWVA AREA



A FOUR-STATE AREA RICH IN OPPORTUNITY

Hard steel and soft coal combine to make this WWVA-land a solid market for alert advertisers. It's a land *rich in people*—more than eight million of them; it's *rich in retail sales*—nearly $4½ Billion Dollars Annually; it's *rich in potential*—every day more industries are surveying the area to locate nearer their supply sources.

This four-state area that makes WWVA-land includes Eastern Ohio, Western Pennsylvania, West Virginia and Virginia. From it come more than half the nation's steel, more than half the nation's bituminous coal. You can reach it with *one* station, *one* cost, *one* billing—with WWVA. An Edward Petry Man can tell you more about this land of opportunity.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS · · CBS · · WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

RCA Announces

RCA's completely self-contained 500-watt TV transmitter is designed for locations where low power can provide adequate signal strength and sufficient coverage. In favorable locations it is capable of producing sound-and-picture quality that is comparable in every respect to the output of higher-powered transmitters.

RCA's 500-watt TV transmitter is as easy to operate and tune as a standard broadcast transmitter. Controls for each unit are all within handy reach.

The attractively styled control console (in foreground) is included with the transmitter. It contains all picture-and-sound gain controls, and complete monitoring facilities for picture and sound signals.

this revolutionary new 500-watt TV transmitter

for community service and big-station stand-by

- Type TT-500A for channels 2 to 6 (54-88 Mc)
- Type TT-500B for channels 7 to 13 (174-216 Mc)

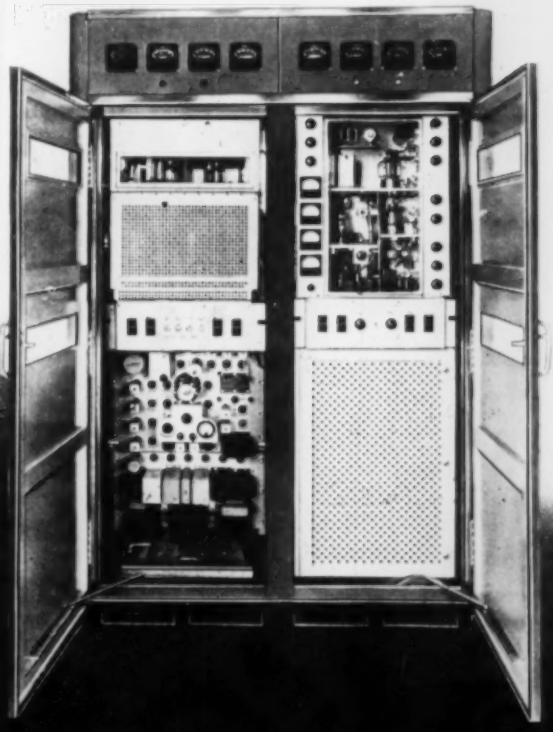
THIS LOW-POWERED television transmitter is designed to serve suburban communities—where terrain is relatively flat and where there are no large buildings to "shadow" the area. Operated in conjunction with an RCA high-gain Super Turnstile antenna, it is capable of radiating over 2 kilowatts of picture power and up to 1 kilowatt of sound power. The transmitter is a "natural" for stand-by work in the metropolitan station where maximum program continuity is required.

As simple to operate and tune as a standard broadcast transmitter, this transmitter uses high-level grid modulation and is capable of delivering the same high-definition picture quality and high-fidelity sound that has made RCA 5-kw TV transmitters famous. A vestigial sideband filter . . . pre-tuned at the factory . . . clips off a portion of the lower sideband and insures against interfering with other TV stations operating on adjacent channels. This feature eliminates the need for complicated stage-by-stage "tuning in" of the sideband and *enables the operator to meter-tune each r-f stage as a straight class C amplifier.*

RCA's 500-watt television transmitter is furnished in two types—both available for prompt delivery. Type TT-500A is designed for channels 2 to 6. Type TT-500B is designed for channels 7 to 13. Each transmitter is housed in two identical cabinets that can be mounted individually . . . or be readily bolted together as a single, compact unit. *Maximum over-all size of each cabinet of the transmitter is only 31 inches wide, 84 inches high, and 31 15/16 inches deep!*

Get in touch with your RCA Television Specialist for the complete facts. And by all means ask for your copy of the new brochure. Dept. 19LB. RCA Engineering Products, Camden, N. J.

The One Equipment Source for Everything in TV-is RCA



Front view (doors open). *Left cabinet* houses the r-f driver, FM power amplifier, power supplies, and RCA's famous Direct-FM exciter. *Right cabinet* houses the TV r-f stages, the 3-stage video amplifier chain—with its sync expander and clamp circuit—and modulator. No neutralizing of r-f stages required. Standard, low-cost air-cooled tubes are used throughout.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Further Proof

THAT SMART TIME BUYERS

Prefer

KTUL

SHOWMANSHIP

and

PROGRAMMING

"SONGS OF YESTERDAY"

A KTUL PRODUCTION

Salutes Rutel *Tablets*

DAILY OVER

KOMA *and* KWFT

OKLAHOMA CITY WICHITA FALLS

KTUL

JOHN ESAU Vice President-General Manager

Avery-Knodel, INC. RADIO STATION REPRESENTATIVE

New Business

CROWELL-COLLIER PUBLISHING Co., New York (*Collier's*) through Kudner Inc., New York, started spot announcement campaign, using one minute transcribed and five spots, on 125 stations in about 27 cities. Campaign started at varied dates, Oct. 21 in six cities and Oct. 28 in the rest. Contract runs until Dec. 31, 1949.

LEHN & FINK PRODUCTS Corp., New York, (Hinds Honey & Almond Cream, Dorothy Gray Creams, Etiquet Deodorant, Lysol and Portrait Home Permanent), appoints McCann-Erickson, New York, to handle advertising of all its products in countries of Western Hemisphere with exception of Canada and U. S. effective Jan. 1 to July 1, 1949, depending on market concerned. Agency has been handling domestic advertising of Hinds Honey & Almond Cream.

THE PACIFIC GUANO Co., Berkeley, Calif. (fertilizers), appoints Roy S. Durstine Inc., Los Angeles, to handle advertising.

BANK OF AMERICA, San Francisco, Dec. 5 started ten-minute weekly filmed *Family Quiz* on KFI (TV) Los Angeles. Contract is for 13 weeks. Agency: Charles R. Stuart, San Francisco. Sponsor considering placing of program on a San Francisco station in near future [BROADCASTING, Nov. 29].

SERVE RITE Co., New York (manufacturer of No. 50 New-lac, plastic floor finish), to sponsor *Ask Ella Mason* on WMGM New York, and *The Ladies Man* on WOR New York, starting Jan. 3. Contracts are for 52 weeks. Agency: William Warren Co., New York.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, renews on WENR Chicago and ABC *Bob Elson on the Century* Monday, Wednesday and Friday for Krank's Shave Kream and Tuesday, Thursday for Mar-O-Oil shampoo, effective Jan. 3 and 4, for 52 weeks. Agencies: Arthur Meyerhoff and H. O'Neil Inc., respectively, both Chicago.

CRESCENT ELECTRIC SUPPLY Co., Dubuque, Iowa, distributor of General Electric Appliance, appoints W. D. Lyon Co., Cedar Rapids, Iowa, to handle advertising, effective Jan. 1. Radio campaign will be conducted in Illinois, Iowa, Wisconsin and South Dakota.

M. WILE & Co., Buffalo, N. Y. (manufacturer of Don Richards clothes for men), appoints Emil Mogul Inc., New York, to handle advertising. Radio will be used.

CHRISTIAN HEURICH BREWING Co., Washington, appoints Henry J. Kaufman & Assoc., same city, to handle advertising. No media plans have been announced, but company has been an extensive radio advertiser in past.

B. MEIER & SON, New York, manufacturers' sales representative in wholesale food field, appoints Richard H. Hoffman Assoc., New York, to handle promotion and public relations. Radio will be used.

JARMINE INC., Sioux Falls, S. D. (pharmaceuticals), appoints Victor Van Der Linde, New York, to handle advertising. Spot radio will probably be used after Jan. 1, 1949.

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore. (cheese), Dec. 23 starting quarter-hour *Bennie Walker Kitchen* on 12 Don Lee stations, Thursdays, (10:15-10:30 A.M. CDST). Agency: Botsford, Constantine & Gardner, San Francisco.

THE BREWING INDUSTRY of Puerto Rico appoints McCann-Erickson's office in San Juan, Puerto Rico, to handle campaign promoting superiority of bottles over cans as containers for beer. Radio will be used.

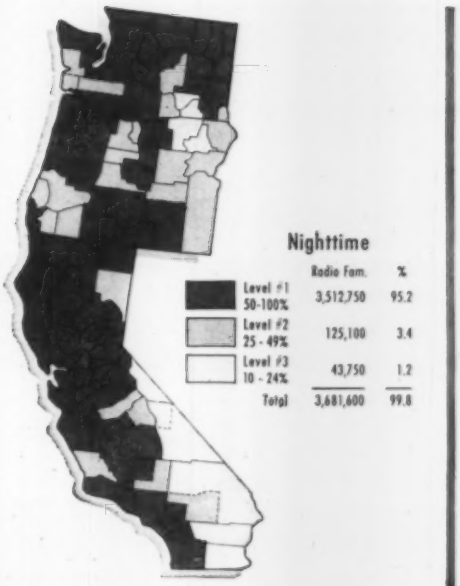
BISHTON-WHEELER INC., New York, manufacturer of Millar Retractable Ball Point Fountain Pens, appoints Fred Gardner Co., New York, to handle advertising. Radio will be used.

Network Accounts . . .

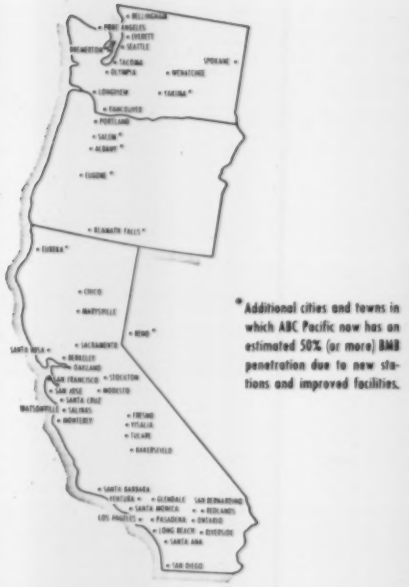
MENNEN Co., New York (men's toilet products), Jan. 3 starts three weekly sponsorship of *Bob Garred Newscasts,* on Columbia Pacific Network, Mondays, Wednesdays, Fridays (7:30-7:45 a.m. CDST). Contract is for 52 weeks. Agency: Duane Jones, New York.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), Dec. 27 renews for year quarter-hour of *Queen For a Day* on full Don Lee network. Agency: Wade Adv., Chicago.

(Continued on page 93)



ANYONE can see from this map how ABC covers the Coast. Darkest areas indicate counties or sub-county areas where impartial, *published* BMB figures show that 50% or better of all radio families listen regularly to ABC. (That lonely white spot is the one county out of 144 where less than 10% of the radio families have the ABC habit.)



* Additional cities and towns in which ABC Pacific now has an estimated 50% (or more) BMB penetration due to new stations and improved facilities.

BUT THAT ISN'T ALL! See how ABC delivers the trade centers—big and little, outside and inside. Here we show 42 towns listed by BMB where 50% or more of all radio families listen regularly, day or night to ABC ... plus 8 towns where ABC station improvement has raised listening levels to an estimated 50% or better

COVERAGE of all the Coast audience worth having is assured by the strategic location of ABC stations. And of the two networks currently offering worthwhile availabilities, ABC is the one that leads in average Hooperatings, audience promotion and number of high-ranking shows. It's smart to talk to ABC before you buy.

On the coast you can't get away from

ABC

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES... ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY. .You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST... ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. · CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. · HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. · EXbrook 2-6544

Represented by
ROBERT MEEKER ASSOCIATES
NBC AFFILIATE
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

Feature of the Week

THE story of a woman's fight against cancer will be broadcast Dec. 15, 9 p.m. by WHAS Louisville. Broadcast will include the patient's entire case history from the time she first visited the cancer clinic last September to date.

Prepared in cooperation with the Kentucky division of the American Cancer Society, the broadcast is part of a long-range program initiated by WHAS a year ago to fight cancer on a year-round basis. It will mark the climax of a series of cancer programs aired by WHAS.

The broadcast is titled *Time and Her Life*. It relates the suspense and hope in the patient's fight as told by the patient herself, her husband and neighbors, and the doctors, nurses and hospital aides.

The WHAS microphone has followed the patient constantly. It recorded her first contact with the cancer clinic and her examination by the clinic consultation team. It was with her in the operating room.

The broadcast will include an explanation by physicians and surgeons affiliated with the cancer society of the treatment given the patient and the surgery she has undergone.

WHAS records operation on cancer patient whose story will be told by the Louisville station on Dec. 15.

* * *

Commenting on the scheduled broadcast, Dr. Guy Aud, president of the society's Kentucky division, said: "It will be a tremendous contribution to the public's knowledge about cancer and the fight we are waging against this disease."

On All Accounts

THERE is always the barely resistible temptation to refer to an advertising man from Nebraska as a "cornhuckster." Yet William Harland Kearns, born a Cornhusker and bred an advertising man, is probably the best reason why that temptation deserves to be resisted.

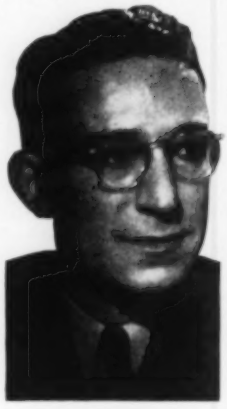
A partner in Ted Bates & Co. and supervisor of the Colgate-Palmolive-Peet account, Bill Kearns is regarded as one of the most original and capable figures in the industry today. And like the studied ad campaigns which have come to characterize him, Mr. Kearns' journey to his present eminence was carefully planned and his entry into advertising was through no side door.

Upon his graduation from the U. of Nebraska in 1929, Bill was offered $125 a month with the Bell Telephone Co. But determined to be an ad man he withstood the lure of long distance wealth to accept instead a job as cub copywriter with the Buchanan-Thomas Agency in Omaha at $15 a week.

His decision was justified and his talents rewarded a few short months later when he was named head of the agency's first radio department. In addition he was contact man, copywriter, layout man and "jack of all works."

Departing the firm seven years later as a partner he moved to Chicago and the Blackett-Sample-Hummert agency as assistant to L. A. Crowell, executive vice president of the organization. Here, he wrote commercial copy for Parker Pen Co. while helping to manage that account.

Three years later he joined H. W. Kastor & Sons in Chicago as vice president and agency representative on the Procter & Gamble account, his first experience in the soap and toiletry field in which he was later to distinguish himself. He was also made responsible for all client service phases of the Kastor organization, devoting much of his time to the affairs of the New York office.

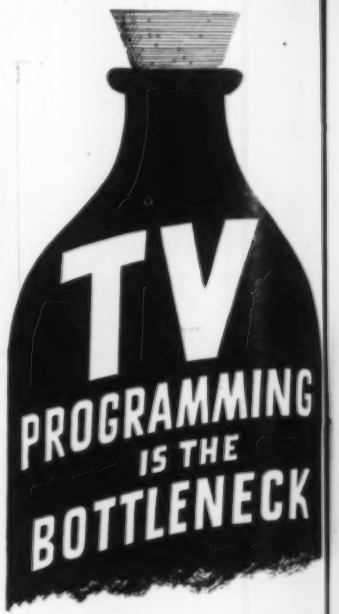


MR. KEARNS

In January 1942, he was transferred to the agency's New York office as vice president and general manager, and in August of that same year he joined the Bates agency in New York, as vice president in charge of the Standard Brands account.

In the intervening war years Bill Kearns served as a lieutenant in Air Combat Intelligence on an aircraft carrier in the Pacific area

(Continued on page 94)



There are no fool-proof, surefire TV program formats.

There are no "reasonable facsimiles" or short cuts borrowed directly from radio or any other medium.

There are no "experts", ready with all the answers.

BUT...

There *is* an imperative need for program producers who can help to advance TV program standards and build viewer interest.

There *is* unlimited opportunity for show-wise, picture-sensitive men and women *trained in television.*

There *is* a place to get such training (if you plan to work in television) or to hire such trained personnel (if you're a TV station operator, or CP holder).

TWIN CITY TELEVISION LAB
(DIVISION OF BECK STUDIOS, INC.)

Completely TV Camera Equipped
Ample training space (11,000 sq. ft.) Large studio lab (40 x 60 ft.) TV-experienced staff, headed by E. S. "Bill" Colling, formerly senior TV director, NBC New York.

Training available to veterans under GI Bill. For details write Twin City Television Lab, Lyceum Theatre, Minneapolis, Minn. Next sessions start December 27th.

if YOU PUT A MERRY CHRISTMAS ON YOUR MASTER ACETATE

THEN YOUR ALLIED PRESSING WILL REPEAT MANY TIMES A

MERRY CHRISTMAS

MERRY CHRISTMAS

AND MEAN IT, TOO!

Allied for full fidelity reproduction

Silver nitrate processing of superior quality...

Genuine "Vinylite" brand plastic pressings...

Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. Las Palmas Avenue, Hollywood 38, California • HOllywood 5107

Remember

SANTA GETS INTO A LOT OF HOMES... BUT SO DOES WHK!

Not just once a year . . . but every day! Ours is the largest regional station coverage . . . it includes over 842,000 radio homes! Yes, and our merchandising and promotion service is the most complete of any Cleveland station! All of which assures advertisers MORE listeners per dollar spent! So, even though you may not believe in Santa . . . you will believe in RESULTS!

IN CLEVELAND IT'S

WHK

The Paul H. Raymer Co., National Representative

For Cleveland's Buyers That Listen
And Cleveland's Listeners That Buy!

BROADCASTING
TELECASTING

Vol. 35, No. 24 WASHINGTON, D. C., DECEMBER 13, 1948 $7.00 A YEAR—25c A COPY

BASEBALL PROBE

Anti-Trust Law Said Violated in Air Rights

By RUFUS CRATER

AN INVESTIGATION of the major and minor baseball leagues' practices with respect to baseball broadcasts has been undertaken by the Justice Dept. to determine whether a violation of the anti-trust laws may be involved.

Justice Dept. officials declined comment except to say the matter, long pending, is "still under consideration and study." But representatives of the radio industry are known to have been approached recently for specific information. Several stations reportedly have complained that the leagues are guilty of monopolistic practices in their handling of broadcast rights.

Disclosure of the Justice Dept. inquiries coincided with the minor leagues' adoption of a proposed amendment of the major-minor club rules which would prohibit network broadcasts of major or minor league games by either aural radio or television.

Under this proposal broadcasts and telecasts would be limited to stations whose transmitters are located within the club's "home territory," which is described as an area covering a 50-mile radius from the club's ball park. Broadcasts and telecasts of a club's away-from-home games could be carried by stations in the club's "home territory," but only with the consent of the other club involved in the game.

Fate at Majors' Conclave

This amendment depends upon approval by the major leagues in their two-day meeting starting today (Monday) in Chicago—and the majors were reported disposed to reject the plan. But the minors adopted virtually the identical rule for themselves, and this will be effective insofar as broadcasting minor league games are concerned irrespective of the action of the majors.

The minor-league action was taken by unanimous vote last Thursday at the minors' winter meeting at Minneapolis after some club owners showed dissatisfaction and apprehension over the effects of broadcast and telecast rights as granted in the past. Sports promoters have evidenced a growing fear of box office effects of broadcasts and particularly telecasts.

Text of the proposed amendment:

(1) Each major and minor league club may broadcast or telecast, or permit to be broadcast or telecast, its home games from a station or stations located within its "home territory," but not otherwise, and the visiting club may, with the consent of the home club, broadcast or telecast, or permit to be broadcast or telecast, to its "home territory" from a station or stations within its home territory, baseball games in which it participates away from home; Provided, however, that nothing herein shall be deemed to prevent a broadcast or telecast of a baseball game by any club which does not constitute an infringement of the territorial rights of other clubs as defined in subparagraphs (2) and (3) of this paragraph (c).

(2) The words "home territory" shall mean and include with respect to any baseball club, the territory included within the circumference of a circle having a radius of 50 miles with its center at the baseball park of such baseball club.

(3) The protection given territorial rights of each club as hereinabove set forth shall be deemed to include protection against broadcasts and telecasts other than those disseminated by a station or stations in the home territory of the other clubs.

The whole question of baseball's handling of broadcast rights has been before the Justice Dept. for more than a year.

One of the first protests was filed by WARL Arlington, Va., attacking "the practice . . . of restricting the opportunity of radio stations to broadcast descriptions of baseball games played by competitive leagues" [BROADCASTING, Oct. 6, 1947].

WARL wanted to carry descriptions of games involving the New York Giants and Brooklyn Dodgers of the National League, but was told, according to its letter of complaint, that clearance would have to be given by the owner of the Washington Senators of the American League.

Frank U. Fletcher, radio attorney and half owner of WARL, who wrote the letter, told the department that he was refused clearance on grounds that it might make broadcast rights to the Senators' games less valuable and that the leagues had agreed "not to invade each other's territory."

According to usual Justice Dept. procedure, an investigation is made first to determine whether there appear to be grounds for formal action. Apparently the current exploratory inquiry is of this nature. If the results warrant, presumably the department will institute action.

In one of the few high court decisions on the subject, the U. S. Supreme Court has ruled, in an old case, that baseball itself is not in interstate commerce. But this case did not involve broadcasting, and some industry authorities felt it might be significant that radio has been held by the same court to be clearly an interstate operation.

Fearful of the effects of baseball telecasts, Frank J. Shaughnessy, International League president, sounded this warning at a news conference at the minor-league meeting:

If the major leagues don't stop

(Continued on page 80)

WHAS BID

Fort Industry Matches Crosley

A COMPETING BID matching Crosley Broadcasting Corp.'s $1,925,000 contract for purchase of clear-channel WHAS Louisville and associated radio properties [BROADCASTING, Sept. 27] was filed with FCC last week by Fort Industry Co.

The application, pitting the two veteran AM-FM-TV operators as rival bidders for the radio interests of the Louisville *Courier-Journal* and *Times*, was considered almost certain to prompt an FCC hearing to explore their qualifications on a comparative basis.

Fort Industry, headed by George B. Storer, owns seven AM stations but told FCC it would "dispose of certain radio facilities" if required to do so under terms approving its acquisition of WHAS and affiliated FM and television properties.

FCC has no rule numerically limiting common ownership of AM stations, but has pending a proposed regulation which would set the ceiling at seven. The same proposal would continue the present limits of five stations under common control in TV and six in FM. Fort Industry has three TV stations, two TV applications, and six FM stations, but is opposing the terms of FCC's proposed regulation on grounds that the limit should be no less in TV and FM than in AM.

Fort Industry told the Commission that its radio experience, and its operations in states neighboring Kentucky, provide "a unique reservoir of broadcasting know-how" which would permit it to give the WHAS area "the best programming and public service possible."

Under AVCO

The application was filed under the provisions of the AVCO Rule, permitting public bidding on stations up for sale. It was filed Wednesday, three days before the deadline for such applications, by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson, counsel for Fort Industry.

The company and its subsidiaries operate WSPD Toledo, WGBS Miami, WAGA Atlanta, WWVA Wheeling, WJBK Detroit, WLOK Lima, Ohio, and WMMN Fairmont, W. Va. Each of these has an FM affiliate except WMMN. The company also operates WJBK-TV and WSPD-TV, while WAGA-TV is slated to take the air shortly. Applications are pending for television stations in Miami and Wheeling.

President Storer controls 73% of the voting stock of Fort Industry. J. Harold Ryan, senior vice president and treasurer, has 11.8%, and Mrs. Ryan has 14.9%. The application showed the 1947 income of the company and subsidiaries was $1,016,591 before federal taxes.

FCC was told that Fort Industry has made preliminary arrangements to borrow $1,500,000 from the Society for Savings in the City of Cleveland, to finance the purchase of WHAS. If FCC requires the company to sell one of its existing stations, the application noted, these proceeds also would be available for use in the WHAS transaction.

Allen L. Haid, managing director of WMMN, would be named general manager of WHAS. Other-

(Continued on page 77)

SUNDAY SWITCH

IF ANYONE had hummed "Gloomy Sunday" around NBC last week, he would have been lucky to escape with his life.

NBC had been abandoned by half of its heretofore dominant Sunday evening comedy power and was sorely threatened with the loss of three-fourths of it. The latest blow to strike the network was the decampment of Edgar Bergen.

In Hollywood, Mr. Bergen announced that after his Dec. 26 broadcast he was quitting radio at least temporarily. The announcement followed the collapse of a capital gains acquisition of the ventriloquist by Coca-Cola.

Mr. Bergen's departure was the second calamity to weaken NBC's Sunday punch. The first was the loss of Jack Benny who, with his sponsor, the American Tobacco Co., was captured by CBS several weeks ago.

With Messrs. Benny and Bergen definitely gone, NBC was left with only half the four-show schedule which for years has been the biggest audience pull among the networks, the Phil Harris-Alice Faye team and Fred Allen—and the presence of even these was uncertain of enduring.

CBS overtures to the Harris-Faye program's sponsor, Rexall Drug Co., were believed to have been received more sympathetically within the past week than they had originally. Although its capture of the program was not assured, CBS believed it probable that the show would move from NBC into the CBS 8-8:30 P. M. Sunday spot.

Mr. Allen himself had given NBC executives some anxious moments a fortnight ago when he told a newspaper columnist he intended to retire after his present season. It was recalled, however, he had expressed similar intentions in the past without fulfilling them.

At the end of last week NBC was in a turmoil to replace the departing shows.

It had almost succeeded in scheduling the Philip Morris program with Horace Heidt, now heard at 10:30-11 P. M. Sundays to replace Mr. Benny in the 7-7:30 P. M. period. It was believed that the advertiser and its agency, Biow Co., would agree to the transfer.

The replacement for Mr. Bergen was up in the air. Mr. Bergen's long-time sponsor, Standard Brands, had dropped the NBC time after his Dec. 26 broadcast. That left the 8-8:30 P. M. Sunday period without either program or sponsor.

A possible replacement for the Bergen show was Fred Allen, now heard at 8:30-9 P. M. immediately following Mr. Bergen. It was understood that Mr. Allen had been approached with the suggestion that he move up half an hour, but his answer at the weekend was not forthcoming.

J. Walter Thompson Co., agency for Ford dealers, which sponsor Mr. Allen, said the change of Mr. Allen's time had not been decided.

As of Friday noon, the NBC Sunday schedule on Jan. 2, the first Sunday without Messrs. Benny and Bergen, was: 7-7:30 P. M., probably Horace Heidt for Philip Morris; 7:30-8 P. M., unknown (unless the Harris-Faye show stays on); 8-8:30 P. M., unknown; 8:30-9 P. M., Fred Allen for Ford Dealers (unless he and his sponsor are persuaded to move to 8-8:30 P. M.).

Meanwhile CBS was beginning to shape up a Sunday night schedule after Jan. 2 which had strong flavors of the present NBC lineup: 6:30-7 P. M., Spike Jones for Coca-Cola; 7-7:30 P. M., Jack Benny for American Tobacco; 7:30-8 P. M., *Amos 'n' Andy* for Lever Brothers (captured from NBC several weeks ago); 8-8:30 P. M., Phil Harris-Alice Faye for Rexall Drug Co.; 8:30-9 P. M., Red Skelton for Procter & Gamble (if CBS overtures succeed).

Invites Skelton

The CBS invitation to Mr. Skelton was reported last week. Mr. Skelton now heard on NBC Fridays 9:30-10 P. M., has been approached with a capital gains proposal by CBS, it was learned. Although his capture was by no means certain, it was known that CBS was making a vigorous effort toward it.

The placement of Spike Jones before Jack Benny on CBS was in cooperation with Coca-Cola, which sponsors both Mr. Jones and *Percy Faith and the Pause That Refreshes*, which is now heard in that Sunday period and which will go into the Friday, 10:30-11 P. M. spot held by Spike Jones.

All changes are effective Jan. 2. BBDO is agency for Rexall Drug and for American Tobacco Co. D'Arcy Adv. is the agency for Coca-Cola.

Mr. Bergen's announcement said he had decided to retire temporarily from radio.

"This is a good time to step back and get a perspective of radio and television," he said. "The entire entertainment industry is going through a stage of flux."

Mr. Bergen, recalling he had been in radio 12 years, said that "trying to turn out a funny show every week" was "a terrific pressure."

"And if the show isn't funny, I'm depressed. I'd rather make less frequent appearances."

He said that additionally "radio is in chaos now, with the networks switching stars and everybody wondering about television."

"There aren't any newcomers in radio," he added. "All the shows, Benny, Hope, mine, sound the same. I'd like to get out of the groove and study things."

Standard Brands, Mr. Bergen's sponsor, announced some time ago it was relinquishing his program for economy reasons. He agreed to cancel a contract with the sponsor which still had some time to run.

Bergen to Quit

NBC'S ROYAL

Will Assist on Programs

CONFRONTED by the inter-network program rivalry of unprecedented intensity, NBC last week assigned its most seasoned showman, John F. Royal, to leadership in the fray.

Mr Royal, veteran showman and long-time NBC vice president, has not been active in programming development for more than a year. Last week, it was authoritatively reported, he was called back to ultra-active duty to serve as special programming assistant to Charles R. Denny, NBC executive vice president.

Plainly Mr. Royal's role was to invigorate the search for new and promising talent to plug gaps left in NBC's lineup by the departure of at least two of its top shows for CBS and to build up stars for television.

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Drawn for BROADCASTING by Sid Hix

"You're wasting your time. . . . Every bit of this brandy goes in the plum pudding."

Chesterfield Plans

LIGGETT & MYERS, New York, (Chesterfield cigarettes) is currently negotiating with WWDC and WPIK, both in Washington area, to sponsor the home and away baseball games of the Washington Senators next season. In addition Chesterfield will also sponsor the Washington club on television in 1949. [CLOSED CIRCUIT, Dec. 6]. The firm through its agency, Newell-Emmett, is still negotiating for the 1949 season with WTTG (TV), Washington DuMont outlet, which aired games last year under joint Ford-Chesterfield sponsorship.

LUTHERAN BUDGET

Radio to Get $1,400,000

THE LUTHERAN Church through its agency, Gotham, New York, will increase its radio budget from the $1,250,000 expenditure during last fiscal year to $1,400,000 during the present fiscal year ending May 30.

The increased budget will be spent in adding additional stations mostly on MBS to its present schedule of 550 Mutual and independent stations already carrying *The Lutheran Hour* on Sundays in the U. S. Foreign markets will also be increased.

Currently *The Lutheran Hour* is heard in 40 other countries where the program is transcribed in eight languages.

The Lutheran Church is also thinking of filming *The Lutheran Hour* and distributing it to television stations throughout the country.

PREPARATIONS for U. S. participation in NARBA negotiations next summer were undertaken in government-industry conferences launched last Tuesday. Some of the participants are shown here (l to r): Picture at left: FCC Comr. Rosel H. Hyde, who presided; H. Underwood Graham, head of FCC Engineering Bureau's AM Allocations Section, and Donald R. MacQuivey, foreign affairs specialist of State Dept. Telecommunications Division; center picture, A. Earl Cullum Jr. and C. M. Jansky Jr., radio engineering consultants; picture at right, Neal McNaughten, assistant director of NAB Engineering Dept.; Leonard H. Marks, radio attorney, and T. A. M. Craven, who headed the U. S. delegation at the first NARBA conference.

* * * * * * * * *

PRE-NARBA MEET

Group Warns Against 'Wrecking' U. S. System

A WARNING that the U. S. will not permit its broadcasting system to be "wrecked" in forthcoming negotiations for a new North American Regional Broadcasting Agreement was sounded last week at a Government-industry pre-NARBA conference in Washington.

Conferees urged an approach based on "fair sharing and equal sacrifice" among nations, and served notice that the absence of an international agreement might be better than an intolerable one.

The conference, attended by some 60 FCC, State Dept., and industry representatives under the chairmanship of FCC Comr. Rosel H. Hyde, also brought these disclosures:

1. There are new indications that Mexico has changed its mind about deferring operation of the 150 kw station it has authorized on 540 kc, new broadcasting channel, at San Luis Potosi, 350 miles south of the U. S. border [BROADCASTING, Oct. 25]. Government officials assured the conference that the U. S. has renewed its objections.

2. Domestically, the next move with respect to use of 540 kc probably will be made by FCC, subject to international agreement at the NARBA treaty conference next summer. But a proposal was advanced that some agreement be worked out bilaterally for use of the channel in the meantime. This proposal will be referred to the Commission.

'Hopes for Decision'

3. FCC "hopes" to have a decision on its three-year-old clear-channel case in time for use in formulating this country's final NARBA proposals, which are due May 2.

4. The State Dept. feels that the question of renewing the Gentlemen's Agreement between U. S. and Mexico, prohibiting U. S. nighttime use of Mexican 1-A channels, should be considered by the full NARBA treaty conference, not by Mexico and the U. S. separately. Daytime Petitioners Assn., composed of daytimers on these channels, is campaigning for fulltime operations [BROADCASTING, Nov. 29].

The conferees spent Tuesday discussing aims, approach and general problems. Then they were divided into four committees which will study specific questions in ensuing months. FCC will use the committee reports in preparing final NARBA recommendations.

The committees are on (1) standards; (2) coverage; (3) new and novel proposals, and (4) legal or administrative provisions. Their task is not only to help formulate the affirmative position of the U. S., but also to consider and evaluate proposals advanced by other NARBA nations.

T. A. M. Craven, who headed the U. S. delegation at the conference which produced the first NARBA, maintained that U. S. authorities should consider the advantages of having no treaty at all, if other nations resist the "fair deal" principle.

540 kc Question

The question of 540 kc was injected by Arthur W. Scharfeld, radio attorney. He suggested that negotiations for an agreement on use of the channel be commenced in advance of the treaty conference.

Comr. Hyde replied that he felt the next move should be FCC's, and said the Commission had a "proposed rule-making proceeding" under study. Although he did not specify its nature, this proceeding presumably would relate to the channel classification to be accorded 540 kc and apparently the channel would not be used pending agreement by other interested nations.

Donald R. MacQuivey, foreign affairs specialist of the State Dept.'s Telecommunications Division, pointed out that under the Atlantic City treaty, which made 540 kc available to broadcasting, 540 kc can be put into operation only by international agreement. This is the backbone of U. S. opposition to the 150 kw station authorized by Mexico on 540 kc.

Validity of Agreement

Both Comr. Hyde and Mr. MacQuivey assured the conferees that the U. S. has reiterated its protests against the Mexican operation, which Mexico previously had indicated would be deferred pending settlement of issues raised by this country.

Leonard H. Marks, counsel for the Daytime Petitioners Assn., raised the question of the validity of the Gentlemen's Agreement against fulltime U. S. use of Mexican 1-A's. DPA claims the agreement was not extended along with NARBA and consequently is no longer binding. Mr. MacQuivey said he felt the question of such an agreement should be taken up by the NARBA treaty conference.

This conference is to start Sept. 13, 1949, at Montreal or Ottawa. The present NARBA expires next March 28, but all signatory nations except Cuba have agreed to a two-year extension.

Mr. Hyde named FCC staff members to head each of the four committees set up to handle the various studies, and solicited volunteers to serve on each group. Subject to additional appointments, and with the understanding that the members may designate alternates to assist them, the membership of the committees was established as follows:

Standards—Edgar F. Vandivere, FCC Technical Information Division, chairman; William S. Duttera, NBC; James D. Parker, CBS; T.A.M. Craven, representing the public; John G. Preston, ABC; Ernest Smith, MBS; George P. Adair, consultant; Royal V. Howard and Neal McNaughten, NAB; Millard M. Garrison, consultant; John H. DeWitt, WSM Nashville and Clear Channel Broadcasting Service; Glenn D. Gillett, consultant; Westinghouse Radio Stations representative; A. Earl Cullum Jr., and Stuart L. Bailey, consultants.

Coverage—Ralph Renton, U. S. member of NARBEC, chairman; E. C. Page, consultant, and Messrs. Duttera, Parker, Preston, Smith, Craven, Howard, McNaughten, DeWitt, and Cullum, and Westinghouse representative.

New and Novel Proposals — B. S. Longfellow, FCC Engineering Bureau, chairman; Everett L. Dillard, C. M. Jansky, Joseph A. Chambers, and George Davis, consultants, and Messrs. Duttera, Parker, Preston, Smith, Craven, Howard, McNaughten, DeWitt and Cullum, and Westinghouse representative.

Legal and Administrative Provisions—Dee W. Pincock, FCC Law Bureau, chairman; James E. Greeley, NBC; Leonard H. Marks, Daytime Petitioners Assn.; Andrew G. Haley, ABC; Philip G. Loucks, representing several stations; Don Petty and Forney E. Rankin, NAB; Robert M. Booth Jr., Paul D.P. Spearman, Norman E. Jorgenson, Harrison T. Slaughter, Stephen Tuhy Jr., and Arthur W. Scharfeld, each representing several stations; Louis G. Caldwell, Clear Channel Broadcasting Service; John Steen, Westinghouse, and Commdr. Craven.

FCC PROBE OFF

House Group Halts Investigation

STRIPPED by the elections of any effective power, the House Select Committee to Investigate the FCC has tossed in the towel. Henceforth it will limit its activities to preparation of a report to the Democratic 81st Congress, it was learned last Thursday.

The decision to abandon the investigation was reached by a quorum of the five-man committee Dec. 3 at an executive session.

Chairman Forest A. Harness (R-Ind.), defeated in the election, indicated Dec. 9 that the Committee would no longer continue its search for data concerning the Commission and its activities. It would, instead, concentrate its efforts on the preparation of data already assembled for a report to the 81st Congress, the legislator said.

Members Present

Present for the session were Reps. Harness, Leonard W. Hall (R-N. Y.), Charles H. Elston (R-Ohio) and J. Percy Priest (D-Tenn.). All reportedly favored the selected course of action. Rep. Oren Harris (D-Ark.) was not present for the meeting.

A previous meeting slated for Dec. 1 had been postponed for lack of a quorum of members.

Previously, Frank T. Bow, general counsel of the committee, explained that the meeting had been called to consider several staff reports and to decide on the committee's future course of action.

Among the reports to be considered was one on the recent investigation of communications in Puerto Rico [BROADCASTING, Nov. 8]. Another was an outline on the examination of the Commission's contro-

(Continued on page 64)

View of the main studio at Interior Dept. in Washington.

Uncle Sam's VOICE CHANGING

Will Use Interior Dept. Studios

By J. FRANK BEATTY

THE "Voice of America," carrying Uncle Sam's message of freedom to a troubled world, has a new larynx.

It now is blessed with the war-hallowed resonance of what many engineers consider the second best recording studio in the world—the North Penthouse of the Dept. of Interior in Washington.

Quietly and efficiently the official U. S. broadcasting studio—consigned to a two-year limbo of dust gathering following its day-night war service—has been housecleaned and refurbished for its new role.

Before long some of the State Dept. "Voice" staff will be operating in the penthouse. Once again the tubes and turntables and other devices are in use in the government's transmitter-less radio station. For not even the economy-bent Congressional committees have been able to silence this array of equipment.

Engineer's Dream

Since its construction a decade ago, the penthouse project has been an engineer's dream. Many recording specialists prefer it above all others in the world, though they respectfully pay tribute to the mellowed walls of Leiderkrantz Hall, once the home of a German singing society in New York. This completely panelled hall, perhaps 60 or 70 years old, has rare and resonant qualities ascribed to the aging of its all-wooden surfaces.

Right now the Interior penthouse is seeing action, but it is only a drop in the electronic bucket when the versatile and highly secret activities of World War II are recalled. Many of these activities have been secrets locked in the minds of engineers and the military.

Where once the dignitaries of of all Allied nations spoke on acetate or film as part of the wartime propaganda job, they now appear in peacetime roles.

The new "Voice" home provides the finest in acoustics and equipment for the spread of democracy's message.

For nearly two years the racks and turntables in the Interior Dept. studios gathered dust. Now and then the amateur orchestra of the Interior Dept. recreation association rehearsed in the large main studio. For a time WASH Washington originated a few musical programs for its FM transmissions.

Few persons even yet realize that one of the war's famed mysteries—the location of Radio Atlantique—was this very penthouse. For years Hitler's engineers frantically pursued the supposed free-German station all over Europe and the Atlantic.

Well-Kept Secret

Radio Atlantique was one of the best-kept war secrets, and one of the most effective propaganda devices in all history. A roving naval officer voiced Radio Atlantique right in the heart of Washington and across the street from the headquarters of the Allied high command.

Let a Nazi submarine connect with an Allied missile, and the Navy's intrepid roamer would be interviewing survivors within a few hours. The recorded program, within a few more hours, would be on the air from a transmitter off Europe's shores or even on the Continent itself.

Other new concepts in war strategy were conceived and executed in the penthouse. During the battle of the North Atlantic, microphones scattered over all command points of a destroyer picked up every word uttered during a five-hour battle with a Nazi sub. Back in Washington the voices were condensed into a one-hour recording that provided the basis for training in combatting undersea craft.

In this same studio were recorded nightly the sound tracks for daily movie resumes of the war for the Joint Chiefs of Staff. The sound was fed over a coaxial line to movie trucks parked in the building's basement.

Recruiting programs, bond drives and dozens of other operations originated in the penthouse. But the most powerful and effective of all wartime propaganda was the radio war conducted against Japan.

In this penthouse Capt. Ellis M. Zacharias, of Navy Intelligence (now retired as a rear admiral), recorded a series of programs that had the Japanese begging for peace even before the atom bombs were dropped.

Capt. Zacharias was pulled from a Pacific command in the spring of 1945 to conduct this new form of electronic warfare. Having been the friend of high Japanese officials for many years, he recorded broadcasts addressed to them personally—from the Emperor down.

Starting right after V-E day Capt. Zacharias' voice was transcribed and within hours was available to 5 million Japanese radio sets. Reaction was quick and Japanese officials and war lords announced they were ready for peace three weeks before Potsdam [BROADCASTING, Sept. 3, 1945].

Music recorded in the penthouse during the war carried the true back-home flavor to Japanese soldiers in the front lines, projected from hand-cranked phonographs. Many a Nip soldier succumbed to the musical message and surrendered.

According to a report submitted in 1945 by Shannon Allen, (former Interior radio chief) who conceived the studio project, the penthouse produced 1,104 war programs. The achievement record also included 3,353 transcribed and live programs processed from the studios or piped in from outside; 6,675 transcriptions produced in the studios, 1,982 programs fed from the studio to networks and shortwaved by the Office of War Information or Coordinator of Inter-American Affairs; 112 programs originated outside the stu-

(Continued on page 97)

TALKING THINGS OVER at reception given last Tuesday at Carlton Hotel, Washington, by Westinghouse Radio Stations Inc. were (l to r) Walter Evans, WRS president; FCC Commissioner E. M. Webster, and J. B. Conley, WRS general manager.

WMEX OWNERSHIP *FCC Probing Facts On Renewal*

OWNERSHIP DETAILS dating back to the original application for construction of the station in 1933 will be probed by FCC in a hearing slated to start today (Monday) on WMEX Boston's license-renewal application.

Details of the inquiry, which also relates to program matters, were specified by the Commission in response to a petition filed by Arthur W. Scharfeld, Washington counsel, insisting upon issuance of a "bill of particulars" for the proceeding.

The issues call for a determination of the present owners, and when and from whom they acquired their stock, as well as a determination of whether the true majority stockholders have always been shown as such in various applications and reports filed with FCC.

The hearing will also investigate the degree of influence asserted by certain stockholders who had been identified with New England Broadcasting Co., an unsuccessful applicant before FCC prior to the formation of WMEX. The issues named "particularly William S. Pote, Alfred J. Pote, Antoinette Iovanna, and Allen T. Dresser."

With respect to programming, the issues call for information on overall service and on shows containing horse-racing and other sports data in particular. They also seek information on any contracts the station has, or has had, with time brokers.

Coupled with the renewal application is a request for approval of a transfer of control involving a realignment of individual holdings but no changes in stockholders themselves. The realignment was occasioned by cancellation of certain debts between stockholders, spokesmen said.

WMEX is on 1510 kc with 5 kw.

$75,000 PARLAY
Thanksgiving Success Prompts E-A Contract

By FLORENCE SMALL

BEFORE a single performer went on the air in the two-hour Thanksgiving telecast for Elgin-American, the more than $75,000 cost of the program had been completely recovered in sales as a result of advance promotion and merchandising.

Edward H. Weiss, president of Weiss & Geller, Elgin-American agency, last week gave tangible evidence of his satisfaction by negotiating with Charles (Bud) Berry, vice president of ABC, for a ten-year contract covering the 60-minute segment on ABC-TV for both Thanksgiving and Christmas shows starting in 1949.

In revealing the negotiations to BROADCASTING, Mr. Weiss also took the occasion to stoke a broadside against the proponents of the "soft sell" in television.

"Eastern critics objected to the sledge-hammer frequency of the commercials in the Thanksgiving show," said Mr. Weiss, and I bow to their opinions on one count—there were too many. In broadcasting the show in other parts of the country, we eliminated four of the plugs from the two-hour show and there wasn't a single objection voiced.

Put 'Sell' in 'Tele'

"However, I want to make it clear here and now: Our agency believes in putting 'sell' in your 'tele.' It just can't be any other way and any attempt to hide commercials or blend them with the show weakens them and thus minimizes television as a selling force. And sales must pay the bill for television if it ever hopes to achieve maturity."

Mr. Weiss has always been a firm believer in the "sell" commercial. In fact the commercials on the Groucho Marx show, another Weiss & Geller production, sold so well last spring that Elgin-American was caught short by $2 million and the show had to go off the air five weeks before its scheduled closing date.

"We can't pussy-foot our commercials," Mr. Weiss added. "My answer to the critics is to let them go on with their crying. The public wants good shows and the public understands that they have to be paid for. You don't hear people complaining that newspapers are getting too big and bulky or that magazines have too much paid space in them. People accept the fact that advertising is part of the communications picture on the printed page. Why not in radio?

Under NAB Limit

"In spite of the fact that some critics felt there were too many commercials on the Elgin-American show, the total amount of commercial time in the two hours was 11 minutes and 45 seconds, which was still under the limit set by the NAB rules and regulations. Most 30-minute programs, especially giveaways and audience participation programs, have anywhere from four to five minutes of plugs to a half-hour.

"We must face the fact that television is an expensive medium and it must do an extraordinary selling job in order to justify the expenditure necessary to stage a first class show. The audience must be hit hard and frequently enough to sell the product. Because of this situation the survival of television is right in the laps of the producers and sponsors of programs.

"Our client, Elgin-American, is more than satisfied with the job his Thanksgiving show did for him. Even before we went on the air the entire cost of the show was underwritten in advance orders from dealers who knew what a good show could do for them. Today Elgin-American again finds itself in the position of being swamped with orders as a result of the videocast."

Returning again to the theme of the relative place of entertainment and commercials in television, Mr. Weiss concluded: "The *Thanksgiving Day Holiday Star Vanities* won applause everywhere as entertainment. That entertainment was made possible by an adequate appropriation by the client. And the appropriation was justified by effective and interesting commercials which sold the goods. It's high time that we advertising men stick to our guns and let the critics talk about entertainment. That's what they know. We know selling. Let's stick to what we know."

* * *

Backstage at the Vanities, *Mr. Weiss shows an Elgin-American compact to models Florence Sweeney (l) and Barbara Mullen who appeared in the show, as an ABC cameraman takes time out to admire the scene.*

SaleSuccess
(One of a Series)

* * *

George Jessel gives the Vanities *script a last-minute review before show time, while Marvin Mann of Weiss & Geller, prompts.*

'HOWDY' NEEDS NO INTRODUCTION
Video Puppet Sales Soar at Macy's

THE MIRACLE on 34th Street was spawned in Radio City this year and its author was a dummy.

Source for that apparently irreverent observation are the sales figures at Macy's Department Store in New York, which reveal that, in a three-week period, a phenominal 10,000 doll replicas of a television puppet were sold at a retail price of $9.95 to a door-storming public clamoring for "that Howdy Doody doll we saw on television."

Store officials described it as one of the most remarkable "identification" sales they had ever encountered. The mere presence of the doll in a display window inspired such a rush of demand that the store sold out its entire supply on the first day and was forced to phone urgently for a complete replenishment.

The experience was repeated for several days before the firm was able to keep afloat of the requests.

On Oct. 25 the puppet and his patron, show-wise Bob Smith, made a personal appearance at the store. Macy officials described the turnout as the largest in all the history of such occasions in their establishments.

Origin of all the clamor and broken records is a smart, expertly staged television program heard each day over NBC-TV at 5:30-6 p.m.

Howdy Doody, the television puppet, has thrust his way into the language and life of video-viewing children in a solid and awesome demonstration of the influence of television.

60,000 Requests

Last April creator Smith suggested that, if they send for it, the children might receive a Howdy Doody button of membership into the puppet's fan club. Within a week 60,000 moist little fists had mailed in their requests for the coveted button.

"Sometimes it frightens me," said puppet mentor Smith, a man not easily fazed.

Yet indications are that Mr.

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ADAMS TO NBC
Will Assist Denny

DAVID C. ADAMS, vice president and general attorney of RCA Communications Inc., resigned last week to become assistant to Charles R. Denny, NBC executive vice president, under whom he served when both were in the federal government.

Mr. Adams

Mr. Adams was an FCC lawyer when Mr. Denny was chairman of the FCC.

To replace Mr. Adams, Howard R. Hawkins, assistant general attorney, was promoted to general attorney of RCA Communications. Mr. Hawkins is also a veteran of government service, having been in the FBI for five years before joining RCA. He participated in many proceedings before the FCC.

The appointments are effective Dec. 31.

Mr. Adams will be returning to NBC. He was brought to the network from the FCC by Mr. Denny as assistant general counsel when Mr. Denny joined NBC as a vice president. Mr. Adams resigned from NBC to become vice president and general counsel of RCA Communications last July.

Mr. Hawkins

Mr. Adams joined FCC in September 1941. He was in the Army during the war and returned to the FCC in October 1945, and successively held the posts of assistant chief of the common carrier division and assistant to the general counsel.

Mr. Adams is a graduate of the U. of Buffalo Law School and practiced law in Buffalo, his native city, from 1937 to 1941.

Mr. Hawkins, who joined RCA Communications in May 1946, is a graduate of U. of Indiana Law School, class of 1941. He joined the FBI after graduation.

TRANSIT RADIO

Standards Are Adopted

By ED KEYS

IN ITS BID for a slice of the national advertising dollar, Transit Radio Inc. of Cincinnati has reinforced its plan with contract, rate and advertising standards bearing the stamp of approval of NAB and agency timebuyers.

Meanwhile, transit companies in two major cities have joined the growing ranks of those providing radio entertainment regularly for their customers.

Huntington, W. Va., will become the nation's fifth and Worcester, Mass., the sixth metropolitan area offering transitcasting on a regular basis.

WPLH (FM) Huntington, W. Va., has begun installation of transitcasting equipment in 65 of the approximate 100 city busses, according to Frank Pellegrin, national sales manager of Transit Radio.

F. J. Evans, general manager, and Bernard Sammons, commercial manager, discovered in a study of traffic services by The Ohio Valley Bus Co., that an average of 75,906 persons ride in the vehicles daily in the city of 75,000 population. The weekly average number of riders taking an estimated 2,400,000 rides monthly is placed at 527,670. Peak hour is from 4:30 to 4:59 p.m. when a weekly average of 24,207 persons use the busses.

Transit FM entertainment was assured the Worcester area last Sept. 22 in a contract between Transit Radio, the Worcester Street Railway and the Yankee Network, Thomas O'Neal, Yankee vice president, revealed last Thursday.

O'Neil Represents

Mr. O'Neil represented not only the network, licensee of WGTR (FM) Worcester, which will originate the transitcasts, but also Transit Radio, of which he is a director and in which Yankee Network is a stockholder. Other principles in the contract negotiations were Edward Taylor, president of Worcester Street Railway, and Kenneth Hoover, vice president and general manager of the transportation system.

WGTR is the FM operation of WAAB Worcester.

Installation of FM receivers will start in about two weeks on 250 of the system's vehicles and will be completed in about 60 days, Mr. O'Neil said. Approximately 50 more vehicles will be equipped at a later date, according to the Yankee spokesman.

When all installations have been completed, an estimated 4 million rides monthly on the line will be cushioned with FM entertainment.

The network reportedly has manifested a keen interest in guaranteeing radio-equipped busses as a passenger bonus to riders in other cities where the network operates stations.

Expansion plans for personnel and facilities are also in evidence. Transitcasting will soon be providing music on approximately 2,815 public vehicles in six major cities.

Standards covering the format of rate card and contract forms and the length of commercials were adopted during a meeting of officials and directors of Transit Radio in Cincinnati Nov. 30-Dec. 1. Basis of the standards was described as operating experience of the firm in Cincinnati, St. Louis and Houston. Transit vehicles are also in regular operation in the Scranton-Wilkes-Barre area, and negotiations are well advanced in other large cities.

A total of 50 words was adopted as the proper length for announcements on the FM-equipped public vehicles. A maximum of 25 seconds has been set for transcribed announcements. A ten-word opening sponsor identification and a maximum of 50 words for closing commercial announcements will be allowed on two-minute newscasts.

A rate formula was adopted to permit subscribing stations to determine time classification and rate. The formula to be recommended to station affiliates has a rate based on a cost of $1 per 1,000 or less in Class B time and 75¢ per 1,000 or less in Class A. The rate differential is due to the predominance of women shoppers riding during the daytime hours, as compared with the rush hour travelers.

The experiences of affiliated stations WCTS (FM) Cincinnati; KXOK-FM St. Louis and KPRC-FM Houston has been recorded in a program bulletin which will be made available to other cooperating stations.

Discuss Sales Plan

A sales plan was discussed for the preparation of a schedule permitting advertisers to buy a guaranteed number of impressions per week or month. In most cities these impressions on a "captive audience" would be given in at least 7 digit numbers.

Transit Radio officials have proposed that affiliates option time to the national sales office of the organization. Under the plan affiliates would reserve one announcement every 20 minutes and one newscast every hour on a priority basis for national advertisers to be secured by Transit Radio. In this way, officials explained, sales representatives would know at all times the availability of time for a national advertiser on each affiliated station.

Those Attending

Officials and directors attending the session were Hulbert Taft Jr., president and WCTS (FM) Cincinnati managing director; Richard C. Crisler, executive vice president; C. L. (Chet) Thomas, vice president, and KXOK St. Louis general manager; Jack Harris, KPRC Houston general manager; Robert Meade of KPRC; Ben Strouse, WWDC Washington general manager; Thomas O'Neil, Yankee Network, Boston; Frank E. Pellegrin, director of national sales; William Ensign, manager of the New York sales office and David Taft, WCTS (FM) Cincinnati, general manager.

David Gamble was elected secretary of Transit Radio, to succeed John Tytus, who has resigned.

Loretta Jane Kealy, former office manager of Free & Peters, Hollywood, has been appointed manager of Transit Radio's general sales office in the Pure Oil Bldg., Chicago.

Miss Kealy is again working with Mr. Pellegrin, with whom she was associated in the broadcast advertising department of the NAB and at KTSL St. Louis, of which Mr. Pellegrin is president. She has also served at WOL Washington and KOIL Omaha.

Transit Radio has moved from its temporary Chicago quarters into Suite 512-518 of the Pure Oil Bldg. The telephone number is now Financial 6-4281.

DRAWING CARD

Transit FM Attracting New Advertisers

A LARGE number of local advertisers who previously had not used radio are signing up for transitcasting, Frank E. Pellegrin, national sales manager of Transit Radio, told a joint meeting of the FMA board members and the Inland Press Assn. Friday in Chicago.

The meeting was part of a two-day conference at Hotel Sheraton called by FMA President William E. Ware to bring about cooperation between the association and newspapers having FM stations or grants.

"Local merchants with budgets too small to make a sufficient impression in AM radio, or to whom the extended coverage of AM radio did not appeal, are now using Transit Radio," Mr. Pellegrin reported.

"Now they can beam their messages to selected audiences, and even a modest budget makes a real impression. In this sense, Transit Radio is adding to the total of radio advertisers and is bringing new revenue to the industry."

Reviewing Transit Radio to date, Mr. Pellegrin observed that local as well as national advertisers are chiefly impressed by three characteristics of transitcasting: (1) It delivers a guaranteed, counted audience, without the expense, delay or uncertainty of surveys or audience ratings; (2) it delivers an audience "in transit" on its way to buy; (3) it offers an "attractively economical rate" for this counted audience.

Mr. Pellegrin reported that FM station operators have been active in nearly every important city of the nation in investigating the potentialities of transitcasting. Headquarters of Transit Radio in Cincinnati has been answering inquiries "by the score" and furnishing information to FM station owners throughout the U. S., its territories and Canada, he said.

The press of work in Transit Radio's Chicago office is such that another man will be added to the Midwest staff Jan. 1.

R. E. Lindgren, president of Store Broadcasting Service, Chicago, told of plans to form a company to compete with wired music services through FM.

FM 'Mousetrap'

Terming FM "a better mousetrap than telephone wires in the functional work music field," Mr. Lindgren noted that wired music operators are practically unheard of in cities of less than 100,000, because with expensive line charges, they cannot get enough subscribers to make the operation pay. Such music by FM could be quoted at a "far lower monthly rate," he said.

He recommended that FM stations in smaller markets program functional work music from 8 a.m. to 6 p.m. five days a week, leaving evenings and weekends free for regular commercials.

He noted that one the 8-6 sched-

(Continued on page 70)

OFFICIALS of MBS and National Biscuit Co. radiate mutual approval as the baking firm signs a $1.2 million contract for a series of three half-hour programs beginning Feb. 1. Three separate weekly adventure shows—two daytime, one nighttime—will be presented under the program title *The Straight Arrow*. Present at signing are seated (l to r) Edgar Kobak, Mutual president, George W. Coppers, National Biscuit Co. president. Standing (l to r): Jess Barnes, MBS vice president in charge of sales and George Oliva, National Biscuit advertising manager.

HOOPER 'REFRESHER'

Subscribers Given Rating Analysis

ONE of the biggest contracts in all advertising is that for radio talent; another is for radio facilities," C. E. Hooper, president, C. E. Hooper Inc., declared Tuesday morning at the Hotel Biltmore, New York. He was addressing a two-hour refresher course in ratings for Hooper subscribers.

Devoting the major part of the time to an analysis of the U. S. Hooperatings, which "for the first time provide ratings projectable to all U. S. radio homes," Mr. Hooper did not neglect his older services. The Program Hooperatings, he pointed out, are based on surveys made only in the 36 cities of equal network opportunity and so provide a basis for comparing programs under conditions of uniform network competition. The City Hooperatings, now made in the 98 largest U. S. cities, form the basis for the new projectable U. S. ratings, he said, when supplemented with listener diary studies covering rural areas and small towns as well as the major cities.

Extended Jan. 1

Hooper Teleratings, started this year in New York, where they form a part of the monthly New York City Hooperatings Report, will be extended Jan. 1 to all of the Hooper cities with TV service, he announced.

Special City Hooperatings Reports for TV subscribers will include TV station indexes monthly by time blocks and Teleratings on individual programs typically three times a year (12 times in New York). The inside back cover of the Pocket Piece will report on "Radio and Television Trends," showing the total radio homes in the country according to the latest RMB figures, a Hooper estimate of the current number of TV homes and a report on the share of audience, radio and TV, for the hours of 6 to 10 p.m.

Following the first U. S. Hooperating report for January-February 1948, the next one, for the period Jan. 15-Feb. 15, 1949, will be available April 15, Mr. Hooper said, and the third, for Oct. 15-Nov. 15, 1949, available Jan. 15, 1950.

Pointing out "network radio has lived for 23 years without projectable ratings," achieving meanwhile "a high level of sales efficiency," he urged the retention of the present "low budget method, twice-a-year frequency."

This should suffice, he said, at least until the industry has had the chance "to analyze deliberately and digest thoroughly at least two complete editions of the new data," management has been able to determine the value of this new information in increasing program efficiency, and the "scope, frequency and total cost of TV information have been established."

He noted that "our cost for New York Teleratings is currently running above 50% of the entire amount set aside for production of U. S. Hooperatings in 1949."

"The combination of 'Expanded Hooperatings Radio Service' and our proposed TV service anticipates both your informational and budget requirements in the years immediately ahead," Mr. Hooper stated.

"The wise agency, advertiser or network will hold substantial budgets in reserve to cover TV factual needs not anticipated now. He will not be lured into longtime AM research commitments during this period of transition from one form of broadcast advertising to two."

'May Change'

Measuring facilities as well as program appeal, the U.S. Hooperatings "may change or confirm our concepts of comparative network audience size," Mr. Hooper said. The following table shows the Jan.-Feb. 1948 average Saturday and Sunday evening U. S. Hooperatings for the networks, compared with the 36-city ratings:

Sunday Evening		Net-	Saturday Evening	
U.S.H.	36-city	work	U.S.H	36-city
16.64	18.2	NBC	16.14	15.5
9.68	8.7	CBS	5.97	6.5
6.67	8.6	ABC	6.77	10.0
5.40	5.8	MBS	4.43	6.1

A similar comparison of the 36-city and U. S. Hooperatings for the top 50 once-a-week and top 10 multi-week evening programs shows:

	NBC	CBS	ABC	MBS
36-city	35	17	8	0
U.S.H.	34	21	4	1

When the top 50 weekday daytime, top 10 Sunday afternoon and top 10 Saturday daytime programs are measured by the two methods the figures are:

	NBC	CBS	ABC	MBS
36-city	25	22	16	7
U.S.H.	32	23	11	4

AVERAGE AUDIENCE SIZE BY PROGRAM TYPES
January-February, 1948

Program Type	U.S.	City	Town	Rural	Rural/City
Evening Radio Columnists	7.53	9.37	7.46	5.39	57.5%
Evening Mystery	10.34	12.46	9.82	8.22	66.0%
Evening Plays	10.99	12.81	10.48	9.21	71.9%
Evening Variety	12.95	14.63	12.94	10.95	74.8%
Evening Commentators and News	10.44	11.50	10.60	9.04	78.6%
Evening Audience Participation	10.58	11.65	10.51	9.38	80.5%
Evening Popular Music	11.28	11.64	11.85	10.38	89.2%
Evening Situation Comedy	13.98	14.72	13.62	13.39	91.0%
Weekday Pop. Music	6.45	6.49	7.05	5.94	91.5%
Evening Concert Music	6.46	6.35	7.33	5.89	92.8%
Evening Miscellaneous	6.16	6.03	6.34	6.17	102.3%
Weekday Audience Participation	10.43	10.21	10.09	10.96	107.3%
Weekday News and Commentators	5.84	5.53	5.76	6.28	113.6%
Weekday Serial Drama	12.60	11.21	13.10	13.83	123.4%
Weekly Miscellaneous	8.80	7.70	8.68	10.21	132.6%

A comparison of evening network program popularity as measured by the 36-city average daily evening ratings, and the city, town, rural and U. S. audience size, shows:

Network	City	Town	Rural	U. S.	36-city
NBC	15.19	15.01	13.33	14.52	14.2
CBS	11.33	9.81	8.73	10.06	10.2
ABC	9.02	6.31	5.36	7.07	9.1
MBS	4.89	4.11	2.57	3.90	4.7

A similar tabulation for daytime network programs shows:

Network	City	Town	Rural	U. S.	36-city
NBC	6.29	9.14	9.92	8.27	5.5
CBS	6.43	6.85	7.14	6.78	5.8
ABC	4.82	4.71	5.20	4.92	4.7
MBS	2.83	2.82	2.34	2.66	3.4

The contrast between urban, small town and rural listening habits is shown in the above two column table showing the audiences in each type of community for various programs. Table also shows the relationship of rural to city listening, shown as a percentage of the rural to city audience.

Never averse to doing a little competitive selling, Mr. Hooper concluded his report on U. S. Hooperatings with a comparison of the Nielsen Radio Index data, based on Audimeter data registering the dial tunings of sets in homes chosen by the A. C. Nielsen Co. for its national cross-section.

He compared NRI ratings during January and February of 1948 with the U. S. Hooperatings to illustrate "distortions" which increased NRI ratings for ABC, CBS and MBS programs above the Hooper findings at the expense of NBC. Because meters have to be tended, they are apt to be located too near large cities to truly reflect rural listening habits, Mr. Hooper said.

He also compared the Audimeter sample unfavorably with the 1470 homes checked by Hooper interviewers for a 36-city rating for each half-hour evening network program or the 34,000 homes checked for similar ratings in the 98 cities covered by Hooper City Ratings.

KYW Towers

KYW PHILADELPHIA has started construction of two new 465-foot AM antenna towers in suburban Whitemarsh. Hartenstine-Zane is expected to complete the building within 60 days.

MARKET STUDY

Poll Similarity Disputed

MARKET RESEARCH bears only a surface resemblance to polling and its value "has not been altered one bit by the election day upset." Richard H. Moulton, director of market research, General Foods Corp., New York, last Tuesday made this statement at a conference at the City College School of Business, New York.

The conference, sponsored jointly by the college's evening and extension division and a group of marketing and statistical associations, featured spokesmen for market research organizations, users and technicians. Mr. Moulton, speaking on "The Future of Market Research," said that "the poll, whether concerned with public opinion or market research, cannot be used as a substitute for thinking."

Lester R. Frankel, of Dun & Bradstreet, presented the technician's viewpoint and outlined numerous reasons for the election poll failure. Outlining the first step in survey planning, he said, "There is a need in any type of research to make a true market definition and to determine its characteristics." Neglecting this step insures poll failures, he observed, as important margins of errors often develop.

Predicts New Methods

Mr. Frankel predicted that "the future of sampling design will be in the direction of developing new methods of sampling different segments of the population for particular purposes."

Wroe Alderson of Alderson & Sessions, Philadelphia, spoke from the viewpoint of research organizations. Recognizing the imperfections of marketing research, Mr. Alderson observed: "The place to start considering the outlook for marketing research is with the formulation of questions and the final choice among possible answers. Every other aspect of technique is subordinate to this."

Speakers were introduced by Dr. Robert A. Love, director of the evening and extension division of the City College School of Business, who expressed lack of concern over the future of pre-election polls, but concluded that "all of us should be vitally concerned over the possibility that the recent upset in the election predictions may set up obstacles to the continued advancement of essential fact-finding in business."

A discussion period followed the talks. Joining the speakers in a panel were A. Edward Miller, director of research, *Life* magazine; Fred Haviland, senior associate, Stewart, Dougall Assoc., and Dr. J. Stevens Stock, project director, Opinion Research Corp.

FOLSOM—MAN OF VISION

Began as Clerk

By MAYER BRANDSCHAIN

A POTENTIAL audience of 50 to 60 million persons may use 17 million television sets to view the Presidential Inaugural in 1953, Frank M. Folsom, president of Radio Corp. of America as of Jan. 1, told a group of Boston business leaders a few days ago.

Pointing out that television is the "fastest growing new industry in the United States," Mr. Folsom continued: "By that time too, (1953) a nation-wide television network should be in operation, so that the vast audience along the Pacific Coast will be looking in on Boston, while Bostonians look in on California. You will see the sun set over Massachusetts and three hours later you may see it again as television enables you to look through the Golden Gate to watch it dip below the horizon of the Pacific."

EXACTLY five years after he joined the RCA family, Frank Folsom will take over the presidency on Jan. 1, 1949. A man of vision, he sees television as too big for any one company, and predicts there will be 17 million sets in use by 1953.

It is apparent that the new head of giant RCA is a man of vision. It is easy to see, too, why Brig. Gen. David Sarnoff picked this self-made man, who began his career as a stock clerk and elevator operator, to succeed him to the presidency.

Mr. Folsom was elected RCA president Dec. 3 on the recommendation of Brig. Gen. David Sarnoff [BROADCASTING, Dec. 6]. Gen. Sarnoff, who has held both the presidency and board chairmanship since retirement in 1947 of the late Gen. James G. Harbord, retains chairmanship of the board and continues as chief executive officer as well as chairman of the NBC board and of RCA Communications Inc.

John G. Wilson, vice president and general manager of RCA Victor, was elected to succeed Mr. Folsom as executive vice president.

Frank Folsom has "background and experience to function also on policy levels demanded by many problems resulting from healthy growth of RCA's business . . .," Gen. Sarnoff said in making the announcement. A look at this background and experience of the new RCA president shows that his, also, has been a "healthy growth."

Upon joining the RCA family Jan. 1, 1944, as a director and vice president in charge of the RCA Victor Division, Frank Folsom geared everybody up on television with his dynamic approach. Yet a comparatively short time earlier he had known less than "beans" about electronics.

Mr. Folsom looks with keen eyes to the future. He sees television as a great public service, something beyond or greater than RCA Victor, a new entertainment medium to be built on a broad scale.

With this view in mind, he opened the doors wide in Camden (N. J.) two years ago and invited competitors in the industry to step in, browse around the assembly lines, peep at receiver specifications, look over Model 630-TV—and even supplied them with parts. Television is too big for one company, in Mr. Folsom's estimation. One company can't monopolize the field.

Executives have been demoted to pushing a broom and pail for less treasonable pursuits. But if it were treason, Gen. Sarnoff made the most of it with a "court-martial" recommendation that Mr. Folsom head up the company five years from the time he drew his first pay check from it.

Mr. Folsom has received honorary LL.D. degrees from the U. of San Francisco and St. Joseph's College, Philadelphia.

What schooling Mr. Folsom had is difficult to ascertain. He attended grade school in Ashton, Ore., after his birth in Sprague, Wash., on May 14, 1894. "My formal education," Mr. Folsom muses, "was informal."

Mr. Folsom belongs to the Philadelphia Country Club and Seaview Country Club near Atlantic City. "Sure, I have golf clubs," he says. "They're in the trunk of the car. But I never use 'em."

Mr. Folsom launched his business career in the stock room of the Lipman Wolfe Department Store in Portland, Ore., in 1910. He elevated soon to running the store's elevator.

Apprentice at Hale

He picked up valuable experience as an apprentice buyer at Hale Bros. in San Francisco in 1913 and the next year with Weinstock & Lubin in Sacramento. Mingling with the customers in the department stores, Mr. Folsom grasped the sales picture from their viewpoint and his later success as a merchandising executive abided in a simple dictum: "Give the customers what they want. But give them quality."

Mr. FOLSOM

His success at RCA Victor may be attributed to this, too. Quality must not be sacrificed.

During World War I he was in the U. S. Air Corps. The signing of the 1918 Armistice took him out of khaki back into civies as a merchandiser. He remained as a buyer with Weinstock & Lubin until 1923, then rejoined Hale Bros. as general merchandise manager and became a director and general manager in 1928. It is notable that Hale Bros. originally owned KPO San Francisco, which is now KNBC, an NBC owned and operated station.

Mr. Folsom transferred operations to Montgomery Ward in 1932 and in one year moved from manager of the Pacific Coast operations for both mail order and retail stores to headquarters in Chicago as vice president in charge of merchandise and a director.

Later a career as executive vice president and general manager of Goldblatt Bros. in Chicago was short-lived, for within a few months—the World War II in Europe already under way—he was called to Washington by Donald Nelson, then coordinator of purchases in the National Defense Advisory Council.

Mr. Folsom became assistant coordinator of purchases upon the formation of the National Defense Advisory Commission July 1, 1940. The following February, the Secretary of the Navy appointed him chief of the Procurement Branch of the Navy. He also served as chairman of the Procurement Policy Board of the WPB.

While his Washington activities earned him the Medal for Merit from President Truman and the Distinguished Civilian Service Award, personable Mr. Folsom's two sons actually engaged in the shooting war, one of them bringing down two Jap planes.

From the war, Mr. Folsom turned his 30-year merchandising background to the problems of RCA Victor. The spearhead of his attack was directed with this philosophy in his first message to the men and women of the concern: "A company is more than a collection of factories, machinery, tools and money. It is an instrumentality through which thousands of men and women with many talents and skills are gathered together to win for themselves certain essentials to the American way of life. The only way in which a company can provide these essentials is for the men and women who are the company to work cooperatively together, providing products and services which our customers want."

Eight months ago he got an idea while traveling in a plane. It developed from a card asking passengers to comment on service. Why not do the same thing in television, he thought. So with each RCA Victor set sold went out a card requesting remarks from purchasers on installation and service. Hundreds of cards poured in. Mr. Folsom checked them personally and personally replied to them. Add one home run for satisfied customers.

Still leaning towards the customer, Mr. Folsom insisted that all television equipment must have the fire underwriter's approval.

A Who's Who listing on Mr. Folsom might include: president of the Navy Industrial Assn.; chairman and director of Brand Names Foundation Inc.; a director of Radio Manufacturers Assn.; a trustee of Rosemont College (in suburban Philadelphia); a member of the advisory council for science and engineering of the U. of Notre Dame; a member of Northwestern U. Assn.; a member of the general advisory council of Villanova College; a member of the board of regents of the U. of San Francisco; a member of the board of governors of the Extension Society of the U. S.; a Roman Knight; a member of the Sovereign Military Order of Malta, and innumerable others.

FCC NOVEMBER REPORT

FCC MONTHLY report for November shows that as of Nov. 30 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	2,117	983	124
Total on the air	1,889	682*	46
Licensed (All on the air)	1,840	195	7
Construction permits	277	727	116
Conditional grants		61	
Total applications pending	1,332	487	372
Requests for new stations	491	147	311
Requests to change existing facilities	302	9	23
Deletion of licensed stations in November		1	
Deletion of construction permits	7	14	
Deletion of conditional grants		1	

* Includes 18 conditional grants and 469 construction permits.

Following television stations during November were authorized to commence operations on dates named: Nov. 13, WMCT Memphis, Tenn.; Nov. 14, KOB-TV Albuquerque, N. M.; Nov. 24, WHEN Syracuse, N. Y.; Nov. 25, KRSC-TV Seattle, Wash.

WHO PRODUCES 143 LOCAL LIVE PROGRAMS PER WEEK!

5 PRODUCERS

4 SCRIPT WRITERS

5 MUSIC ARRANGERS

11 NEWS DEPT. MEN

4 FARM SERVICE DEPT. MEN

42 PROFESSIONAL RADIO PERFORMERS

WHO is of course proud of its *network* (NBC) *live programming*, which gives our audience up-to-the-minute, *world-wide* coverage of special events, as well as the talent of outstanding entertainers, etc.

Local live programming, however, is equally important. *Local* live programming gives our station individuality in its program material, individuality in its performers, and a greater opportunity for community and regional Public Service.

The illustration above shows some interesting statistics on our Programming Department. *The results of all this manpower and all these carefully-planned locally-produced programs, however, are far more spectacular than the mere figures:*

FIRST, many of WHO's locally-produced shows get higher Hoopers than competitive network features;

SECOND, *42.4% of all the daytime radio families and 61.0% of all the nighttime radio families in Iowa "listen most" to WHO*, according to the 1948 Iowa Radio Audience Survey.

Write for the complete Survey — or ask Free & Peters, Inc.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

DELETIONS

WMAR Among Approvals

DELETION of construction permit for WMAR Baltimore, 1 kw fulltime on 850 kc, was granted by FCC last week to A. S. Abell Co., operator-owner of WMAR-TV and WMAR-FM Baltimore.

Publisher of the Sunpapers, A. S. Abell Co. indicated it has been concentrating on development of TV and FM and now feels it is unwise to continue with a third facility at this time [BROADCASTING, Nov. 29].

W. Albert Lee, licensee of KLEE Houston, Tex., and permittee of KLEE-TV there, was granted deletion of his permit for KLEE-FM by the Commission. Mr. Lee told the FCC he wished to devote his time to AM and TV. The video outlet plans to commence operation this month.

Meanwhile the Commission also has approved deletion of seven other FM authorizations and three standard station authorizations. These include the following:

KONG (FM) Alameda, Calif.—Granted deletion at request of permittee, Abraham and Sara F. Kofman doing business as Times Star Pub. Co. FCC said cancellation was asked "due to tremendous losses in the operation of the station." KONG was established as a Class A FM outlet in September 1947.

KSMO-FM San Mateo, Calif.—Granted deletion at request of Amphlett Printing Co., licensee of AM station KSMO there. Permit for FM was concelled, FCC said, "due to serious economic problems confronting the permittee at this time." Authorization was for Class B outlet.

WIPR-FM Rio Piedras, P.R.—Granted deletion at request of Puerto Rico Communications Authority because of limited budget for FM after revision to meet current expenses. [BROADCASTING, Nov. 22]. Corporation operates WIPR there. Authorization was for Class B FM outlet.

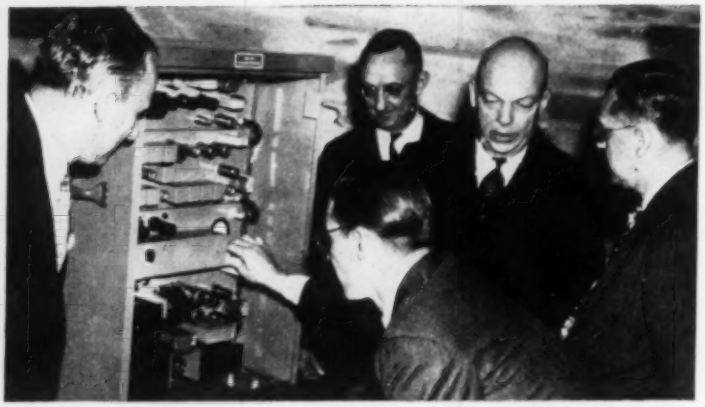
WFLB-FM Fayetteville, N. C.—Granted deletion of Class B permit at request of Fayetteville Broadcasters Inc. because of "unexpected limitations at the present time." Firm is licensee WFLB that city.

WTNS-FM Coshocton, Ohio—Granted deletion of Class A permit at request of Coshocton Broadcasting Co. Licensee of WTNS there, firm said it decided to surrender the FM permit "after long and careful consideration of all problems" involved in proceeding with station construction.

KYNG Idaho Falls, Idaho—Granted deletion of AM station at request of permittee, Idaho Falls Broadcasting Co. KYNG was assigned 250 w fulltime on 1230 kc.

WGRO Ansonia, Conn.—Forfeited AM permit for failure to file modification for extension of construction deadline. Permittee was Naugatuck Valley Broadcasting Corp. Authorization was for 1 kw daytime on 690 kc.

WVSC Barnwell, S. C.—Forfeited permit for failure to complete construction within specified time. Permittee was Edisto Broadcasting Co. Authorization covered 250 w fulltime on 1240 kc.



AN ADJUSTMENT is made on a new 10 kw FM station, employing Serrasoid Modulator [BROADCASTING, Dec. 6, Oct. 4], by J. R. Day, Serrasoid inventor, during the Serrasoid Soiree held by Radio Engineering Labs., developer of the equipment, in Washington Nov. 30. Inspecting the equipment (l to r) are Frank A. Gunther, REL vice president; C. R. Runyon Jr., REL president; Maj. Edwin H. Armstrong, FM inventor, and FCC Chairman Wayne Coy.

LOCAL 802

Musicians' Election Evokes Strife

THE DEFEATED faction of the New York Local 802 of American Federation of Musicians, AFL, at week's end was analyzing the 10,704 votes cast in the organization's recent neck-and-neck election before protesting the results.

In the balloting, the incumbent administration was returned to office with Richard McCann reelected president by 89 votes over Al Manuti, executive board member. Mr. McCann polled 5,325 while Mr. Manuti tallied 5,236.

Mr. Manuti charged that "hundreds of votes" were cast by persons who had no right to ballot. Scrutiny of all the ballots is being made by his "unity coalition" ticket to see if unauthorized persons voted. The balloting itself was conducted under the supervision of the Honest Ballot Assn.

The administration or "blue ticket" asserted the election was beyond dispute and said its victory represented a complete rout of the "pro-Communist opposition."

Non-Communist Affidavits

Mr. Manuti denied that his ticket had any "red complexion" and stated that as required by union rules every member of the slate had taken a non-Communist affidavit. He charged that the opposition was backed largely by part-time musicians who spent most of their working days in other jobs. He claimed most of the fulltime musicians supported the unity ticket.

Among the issues in the election were recent radio agreements, the catering situation and the conduct of meetings by the administration.

The unity ticket claimed the recent three-year agreements with radio networks reached by the administration hurt musicians because no provision was made for requiring a minimum number of men in network orchestras and because the agreements substantially froze the status quo for the next three years. On the catering issue, the opposition claimed that the administration did little about preventing musicians from buying rights to play at catered establishments.

AMONG WINNERS in men's cake baking contest at Rhode Island Food Show were two WPJB (FM) Providence staffers, Richmond Patterson (l), librarian, and Raphael Sjoberg, announcer. Janet Brent (center), WPJB women's commentator, gave station's listeners a report on the show.

VA. RADIO TAX

Ordinance Proposed In Arlington

AN ORDINANCE to tax radio stations at the rate of 11¢ per $100 of gross business annually has been proposed by the Arlington County (Va.) Board of County Commissioners.

Another move in a growing wave of attempts to impose local taxes on stations, the plan was opposed by Frank U. Fletcher, Washington radio attorney and half owner of WARL Arlington, Va., in a public hearing before the Commissioners last Monday.

WARL and WEAM Arlington would be affected by the levy, proposed as a business privilege tax.

The levy would also impose a 1% tax on telephone company business but would specifically exempt inter-state messages. Although the courts have held radio to be an inter-state operation, the proposal would make no such distinction in the case of stations.

Mr. Fletcher maintained that such a tax would violate the principles of the basic court decision on the subject, the Supreme Court decision in the Fishers Blend case. He also noted the extent to which other governmental units in Virginia have undertaken such levies, citing the cities of Norfolk, Charlottesville, Roanoke, Winchester and Alexandria.

The Arlington County move coincides with what appears to be the opening of a nation-wide movement by cities and towns to impose local taxes on stations, as suggested to the 13th annual conference of the National Institute of Municipal Law Officers [BROADCASTING, Dec. 6]. NAB has pledged opposition.

WVNJ STARTS

Jersey Outlet Begins

WITHOUT fanfare, WVNJ Newark went on the air at 1 p.m. Tuesday (Dec. 7) for the first time. With 5 kw at 620 on the dial, it is the state's most powerful outlet.

A five-tower antenna beams the station's signal from Livingston, N. J., across Bergen, Passaic, Essex, Hudson and Union counties in New Jersey, and Manhattan, Richmond, Brooklyn, Queens and the Bronx, New York. Studios are in Newark.

The station started with a program schedule designed to provide variety entertainment combined with extensive coverage of local, national and international news. Its broadcasting day is from 6 a.m. to 1 a.m. the following morning.

WMTR BEGINS

Joe Porter Heads Staff

WMTR Morristown, N. J., newest Jersey outlet owned by the Morristown Broadcasting Co., was to have bowed on the airlanes yesterday (Sunday, Dec. 12). With a power of 500 w, on 1250 kc, the station is a daytime operation.

Joe Porter, formerly of WOR and WJZ, both New York, will head the staff as general manager. Jack Potts, former program director of WCTC New Brunswick, is program director.

Excellent local support for the new station is already evidenced by a list of 18 contract sponsors.

Elections in Texas

COLLECTIVE bargaining elections are to be held by Dec. 22 among radio engineers at the transmitters of three Corpus Christi, Tex., stations, KSIX (Corpus Christi Broadcasting Co.), KRIS (Gulf Coast Broadcasting Co.) and KEYS (Nueces Broadcasting Co.).

Monkey Shines

A Romanian society lady living in Paris dresses up her pet monkey in gowns from high fashion stores and jewelry from the swanky shops. No monkeyshines about it, this monkey really shines!

There's a radio station in Baltimore that really shines, too. Its specialty is producing low-cost sales for radio advertisers. It is station W·I·T·H, the BIG independent with the BIG audience.

W·I·T·H regularly delivers more listeners-per-dollar than any other station in Baltimore, the nation's sixth largest market. It covers 92.3% of all the radio homes in the Baltimore trading area.

If you'd like to have your sales message shine out in this rich market, call in your Headley-Reed man and get the full W·I·T·H story today.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

Paramount Pictures Inc

as national advertising representative for

FIRST commercial television station in Chicago.

FIRST in televiewer popularity in America's No. 2 Retail Market.

Owned and operated by Balaban & Katz Corporation.

C*nnounces the appointment of* Weed *and company*

tive for Paramount TV Stations

FIRST commercial television station in Southern California.

FIRST in televiewer popularity in America's No. 3 Retail Market.

Owned and operated by Paramount Television Productions, Inc.

TELECASTING
BROADCASTING
WASHINGTON, D. C., DECEMBER 13, 1948

TBA ANNUAL CLINIC

435 Attend New York Session

By BRUCE ROBERTSON

"DuMONT'S experiment with daytime television is an experiment no longer. Daytime television is here and here to stay," Leonard Hole, general manager of WABD (TV) New York, told the Television Broadcasters Assn. Wednesday.

When WABD's 11-hour daytime programming was launched Nov. 1, it was on a strictly experimental basis for a 13-week trial period, Mr. Hole reported. Now, he stated, "less than six weeks later, the experiment is over. All of our plans for 1949 include full daytime operations."

Clinic sessions with a total attendance of 435 began at 11 a.m., immediately following the closed TBA membership meeting (see separate story) and ran through the afternoon. E. P. H. James, MBS vice president and clinic chairman, won the heartfelt gratitude of the audience by keeping the speakers to their allotted time and running the sessions with station-operation accuracy.

He was materially aided by an invention of TBA President Jack Poppele's — a glaring red light which lit up whenever a speaker overran his time and continued to glow until he sat down.

Wayne Coy, FCC chairman, spoke at the luncheon session (see story, page 35).

New York TV stations provided special daytime programs for clinic reception on 1949 model sets displayed by TBA manufacturer members.

WPIX presented a special noontime news program which concluded with 300 feet of pictures shot that morning at the clinic opening.

WNBT broadcast an interview by John Cameron Swazey in New York with Rep. Karl E. Mundt (R-S.D.) in Washington, both parties being visible to the viewers through a new NBC device called the "image splitter."

WABD aimed some of its regular daytime programs at the clinic audience.

WCBS-TV broadcast a half-hour of film shorts for clinic reception during the pre-luncheon interval.

Departing from custom, TBA made no awards this year. Previously, with TV stations confined to a handful of cities, judging among the pioneers in programming, advertising and technical developments was comparatively simple, TBA explained.

'A National Industry'

But today television is a "national industry and any awards by this association must be judged on a nation-wide basis. Careful study has led to the conviction that judging machinery beyond the present limits of TBA would have to be set up to properly make these awards."

Reporting that WABD's daytime programming was more than self sustaining, Mr. Hole said that on Nov. 1 when it started, WABD's daytime commercials included 36 quarter-hours and 44 participations. On Nov. 19, after three weeks, the original offer of the station to absorb talent costs of program sponsors was dropped as no longer needed. On Dec. 8, less than six weeks after the first full day of telecasting, WABD has sold 70 quarter-hours and 76 participations between 7 a.m. and 6 p.m.

"Our daytime television schedule," he pointed out, "offered new opportunities to advertisers with small budgets and many have become sponsors. Additionally, large local advertisers such as video set dealers have supported daytime television. And now two of the largest national advertisers in the country, Sterling Products and General Mills, have each purchased five half-hours across the board, Mondays through Fridays."

Commenting on the size of the daytime audience, Mr. Hole said: "The Telepulse ratings for New York came out and were not disappointing. Even though The Pulse ratings were taken Nov. 3 through 9, the very first days of our daytime television schedule and therefore allowed no time for people to become accustomed to the programs, they did reflect an audience in television homes. Not a large one, to be sure, but certainly enough to be really encouraging."

Affiliates of the DuMont Television Network of which WABD is the key station, have already asked for daytime network service, Mr. Hole reported, adding that DuMont has requested use of AT&T's video network facilities during certain daytime periods.

"Other TV stations will no doubt follow our lead," he concluded. "Some have already announced their intentions of doing so. It may interest them to know that after only five weeks, daytime television at DuMont is in the black —our revenue is greater than operating and talent costs. Certainly this brings nearer the day when

TBA ELECTION

Poppele Gets a Fifth Term

J. R. POPPELE, vice president in charge of engineering of Bamberger Broadcasting System (WOR WOR-FM WOR-TV New York, WOIC (TV) Washington), was re-elected president of Television Broadcasters Assn. for the fifth consecutive term last Wednesday.

New board of directors of TBA, meeting at New York's Waldorf-Astoria Hotel following the annual TBA membership meeting, also elected G. Emerson Markham, WRGB (TV) Schenectady, as vice president, succeeding John F. Royal, NBC. Will Baltin, TBA, was reelected secretary-treasurer.

New board members, elected for three-year terms, are: Mr. Poppele, Mr. Markham, Lawrence W. Lowman, CBS. For a two-year term, Robert E. Kintner, ABC, to fill the unexpired term of F. J. Bingley, WOR-TV; for one-year terms: Noran E. Kersta, NBC, filling out Mr. Royal's term; Ernest B. Loveman, WPTZ (TV) Philadelphia, filling out the term of George M. Burbach, KSD-TV St. Louis.

Allen B. DuMont, DuMont Television Network; C. W. Mason, KFI Los Angeles, and Mr. Raibourn continue as TBA directors.

TV All Important

Reporting in his annual message on negotiations with NAB for cooperative action, President Poppele told the members: "Your directors are of the firm conviction that TBA must never lose its autonomy and that your industry problems can best be handled in an atmosphere where television—and only television—is the object of one's particular interests."

Plans for TBA-NAB cooperation had reached the point of tentative TBA board approval, Mr. Poppele said, when negotiations halted three weeks ago after TBA was advised that the NAB board "had decided to investigate a possible federation of communication services." He outlined preliminary arrangements made at the meetings of the TBA and NAB committees as follows:

"That the autonomy of either

(Continued on page 72)

HEAD-TABLE at TBA luncheon last Wednesday at which FCC Chairman Wayne Coy was speaker: (l to r) Will Baltin, secretary-treasurer, TBA; G. Emerson Markham, WRGB Schenectady, elected vice president; Curtis Mason, KFI-TV Los Angeles; Noran E. Kersta, NBC-TV; Allen B. DuMont, first TBA president; FCC Chairman Coy; J. R. Poppele, Bamberger, re-elected TBA president; Lawrence W. Lowman, CBS-TV; Paul Raibourn, Paramount; Ernest B. Loveman, Philco and WPTZ (TV) Philadelphia; George M. Burbach, KSD-TV St. Louis; E. P. H. James, MBS, clinic chairman. With exception of Chairman Coy and Mr. James, all are officers or directors of TBA, elected at last week's session.

GEORGE MOSKOVICS, manager of the CBS television sales department, speaks on "Selling Television Time" during panel presentation at TBA clinic.

our total broadcasting costs will be more than covered by our total broadcasting revenue."

Television is not so much a new medium of advertising as it is a new means for selling, George Moskovics, manager of CBS television sales development, said at the morning panel session on "Selling Television Time" which opened the clinic.

It is the only medium, he said, which permits one of the most potent sales aids—actual demonstrations of the manufacturer's product.

When television is considered as a sales tool it is no longer high priced, Mr. Moskovics stated. The cheapest form of product demonstration, a girl in a grocery store, costs $7 a day and gives about 70 demonstrations in that time, 10¢ a demonstration or $100 per thousand. Vacuum cleaner demonstrations average about 50¢ each, or $500 per thousand. Auto demonstrations cost some $5 apiece, $5,000 per thousand.

But television, which reaches many people not available to the usual demonstrators and reaches them at their leisure and convenience, provides demonstrations even with today's limited audiences at costs as low as $20 per thousand, 2¢ apiece.

Even if the TV demonstration cost reaches 5¢, it is still only 1% of the auto maker's cost for a personal demonstration of his product.

It Is Personal Sales Calls

The 13,000 TV circulation in St. Louis does not seem to provide very large advertising coverage for a city of that size, Mr. Moskovics concluded, "but it is a hell of a lot of personal sales calls."

On the local sales level, television resembles newspapers more than radio, Klaus Landsberg, general

(Continued on page 78)

COY

Tells TBA That UHF Use Would Open TV to All

WAYNE COY, FCC chairman, said last week that if ultra high frequencies could be made available to television—a possibility he foresaw—"we can assure all the people everywhere in the country who want to get into television that there will be room for them."

Addressing a luncheon session of the Television Broadcasters Assn. clinic Dec. 8 in New York, Mr. Coy repeated his assertions that the intention of the FCC in temporarily freezing video applications was to develop a new allocations plan that would insure the future of a competitive television industry.

He said that he still stuck by his earlier predictions that the freeze would be lifted in six months—unless technical reports submitted to the Commission enabled it to make a UHF and VHF master allocations plan.

Such reports, including that from the *ad hoc* committee which was appointed as a result of the FCC's engineering conference on television allocations a fortnight ago [BROADCASTING, Dec. 6], might, he implied, prove the possibilities of television service in the upper spectrum. In that event a master plan for various services using UHF and VHF could be worked out.

Remains Restricted

In the absence of such technical assurances, he said, the development of television remains somewhat restricted.

"If we proceed with VHF," he said, "we will have the problems of fight and delay over all channels in the VHF band."

Mr. Coy said the freeze had "been productive of some stimulating activity."

Research conducted since the imposition of the freeze, he said, has "produced some promising results in the way of new approaches to [the interference] problem."

He pointed out that RCA had developed a synchronization system which, it was believed, could eliminate the "Venetian blind" effect of co-channel interference.

The conference, on the other hand, proved that if some synchronization system is not used, channel stations will probably have to be moved "farther apart than 150 miles, or we will have to settle for a much smaller service area for the stations."

'Gratified' With Aid

Mr. Coy said he was "gratified with the assistance the Commission is receiving from the industry in tackling this problem of tropospheric interference."

He said he expected the *ad hoc* committee would make its report to the FCC sometime in January, at which time the Commission will be able to decide the extent of the allocations plan which is possible.

The FCC chairman, complimenting the television industry on its rapid expansion in 1948, said the "American public has a right to expect a sharp upswing in both the quality and quantity of television service next year."

He said that one obstacle confronting television is inadequate networking facilities, that the single coaxial cable linking East and Midwest networks, which the AT&T expects to open next Jan. 12, is even insufficient for this stage of television development.

"It is apparent," he said, "that we must have far more abundant and better networking facilities in the near future if television is not to be doomed to a straight-jacket."

Adding his voice to those of other peerers into the future, Mr. Coy predicted that more than 100 video stations would be operating by the end of 1949 and that at least 2,750,000 television sets would be in operation.

He said he was "very much interested" in the report proposing UHF use of "Polycasting," a system employing several low-powered TV stations to cover an area [BROADCASTING, Dec. 6].

Turning to what he described as "television's deportment," Mr. Coy said that television had been confronted with "many problems of taste that never arose in any other medium of communications before."

Telecasters, he said, have to date shown a "high level of conduct" which is "a splendid beginning."

And now, "while this art is still plastic—before hardening of the arteries has set in—now is the time to insure the wholesomeness of its future," he said.

Telecasters, he asserted, are "guiding the destinies of the most powerful medium of communications yet devised—powerful because it reaches the mind through both the eye and the ear, powerful because it is privileged to enter the most intimate and sacred place of all—the family circle."

The American home, he said, "is not a night club. It is not a theatre. It is not a midway. The attitude that people bring to those places is not the attitude they bring to their home or suffer others to bring."

Precautions taken now can save television "from the excesses, the remorse, the clamor for reform, the struggles for redemption that plague, in varying degrees, almost every other form of communication," he said.

* * *

THREE executives of Kudner Adv. Agency, whose client, the Texas Co., sponsors the top Hooperated television show, *Texaco Star Theater*, attending the TBA clinic (l to r): Ed Cashman, Myron Kirk and Norman Nash. Mr. Kirk addressed the clinic on "Television Showmanship."

CBS TV NET

WKRC-TV, WFBM-TV to Join

WKRC-TV Cincinnati and WFBM-TV Indianapolis will become full primary affiliates of the CBS television network early in 1949. This brings total number of CBS television affiliates to 19.

WKRC-TV is expected to bow on video channels April 1, 1949, and WFBM-TV will debut March 15. Both stations are AM affiliates of CBS under the same call letters.

WFBM-TV will operate on Channel 6 with 28.2 kw visual and 18.1 kw aural power.

WKRC-TV will operate on Channel 11, with 24.5 kw visual and 12.25 kw aural power.

Bowles Promoted

D. PETER BOWLES has been promoted to director of radio and television copy at Doherty, Clifford & Shenfield, New York. Mr. Bowles has been with the agency since its 1944 inception, after serving two years as civilian specialist with the Air Corps.

RCA ENGINEER demonstrates the tuning process of the new 500 w television transmitter, now in production by the RCA Engineering Products Department.

* * *

RCA HF UNIT

New Transmitter on Line

A 500-w television transmitter that will operate in the higher frequencies—Channels 7 to 13 (174-216 mc)—and is designed to provide smaller cities with video coverage, is now in production, RCA's engineering products department has announced.

The RCA transmitter (type TT-500B) is intended for use in locations where a low-power transmitter will afford adequate signal coverage to a city and its suburban areas. It can also serve for standby purposes. Coupled with a six-section superturnstyle, it can cover a radius of 20 miles under favorable conditions, it was indicated.

The model combines components for transmission of both visual and aural signals within two identical cabinets. Monitoring facilities are provided in a desk console which consists of two units—one for monitoring pictures, the other for monitor switching. Video monitor contains a ten-inch kinescope which reproduces the picture being transmitted.

A special feature is the use of a coaxial tank circuit in the power stage which has no movable contacts. Video system is a three-stage amplifier. Aural section of the transmitter consists basically of an RCA 250 w FM sound transmitter, employing the RCA "direct FM" exciter, which maintains constant center-frequency stability.

General Mills on TV

GENERAL MILLS, Minneapolis, on behalf of Betty Crocker Soup Ingredients, Wheaties, Gingercake Mix and Bisquick, made its video debut last week over WABD New York with a half-hour, five-a-week show starring Ted Steele, pianist, singer and storyteller. Contract was placed through Knox-Reeves, Minneapolis. Future TV plans will be determined by results of Steele show after 13-week contract expires, firm reports.

WOIC (TV) READIES

D. C. Outlet Plans Jan. 16 Start

ARRANGEMENTS for its first telecast and initial originating feed to the CBS TV Network were completed last week by WOIC (TV), Washington outlet of Bamberger Broadcasting Service. The station, to operate on Channel 9 (186-192 mc), has tentatively set Jan. 16 as official kickoff day for fulltime programming.

On Dec. 19 WOIC will originate through its mobile unit facilities the *International Children's Christmas Party*, first of two scheduled CBS programs before its formal opening. The program will emanate from the city's Shoreham Hotel, 5-5:30 p.m.

The station and network signed a mutual agreement for Capital coverage Sept. 30 and in addition WOIC will serve as key Washington outlet for the Mutual TV Network sometime next spring, pending the opening of WOR-TV New York, another Bamberger operation [BROADCASTING, Oct. 4]. Together they will form the nucleus of MBS-TV.

Second WOIC-CBS network telecast is slated for Jan. 12 when East Coast and Midwest television networks will formally join. The station will handle CBS Washington TV's role in industry festivities celebrating the event.

WOIC's formal opening will go out to CBS, which plans to import its stars from other cities for the two-hour inaugural. The station has reserved comment on program plans.

On Jan. 20, Inauguration Day, WOIC will join the TV pool coverage.

A 300 ft. tower, 700 ft. above sea level, at 40th & Brandywine Sts., is now being constructed. The overall facility cost is estimated roughly at $1 million.

WOIC will continue to maintain business offices in the Barr Bldg., which houses most of the sales force. (Station already has signed 15 sponsors for 52-week spots).

For the past three weeks WOIC has occupied space in the centrally-located National Press Bldg. Most of the programming activities have been handled here under WOIC program director James McMurry. The arrangement is only temporary, however.

WDTV PLANS

Stewart Will Manage

DONALD A. STEWART will become manager of WDTV (TV) Pittsburgh, city's first television outlet, according to an announcement last Monday by Lawrence Phillips, director of the DuMont Television Network.

The station is now on the air with its test pattern. It is expected to offer a full schedule starting Jan. 12, opening date of the coaxial cable linking TV stations on the eastern seaboard with the Midwest.

Mr. Stewart

Mr. Stewart, who has worked in television for ten years, was with Allen B. DuMont Labs for four and a half years. His most recent job was manager of the northern division. In this capacity he traveled through the United States assisting owners of new video stations with installation and operation of equipment and preparation of program schedules.

Prior to World War II, he was general manager of Television & Motion Picture Assoc., one of the first firms organized to provide film and live talent packages for advertising agencies, sponsors and television stations.

Television stories on other pages, this issue:

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P&G TV DEPT.

Staff Changes Announced

PRESAGING increased video activity, Procter & Gamble Co., Cincinnati, last week announced the appointment of William F. Craig as manager of television. Simultaneously, Gilbert Ralston was named executive producer of P&G's TV programs.

Change in the program executive staff was made "in view of the developing need for additional personnel in Procter & Gamble's television activities," the announcement said.

Mr. Craig formerly was in the company's daytime radio department. Mr. Ralston had been director of television and previously director of radio for nighttime programs.

Procter & Gamble currently sponsors *I'd Like to See*, a Friday night film telecast aired on the seven-station NBC-TV network from 9-9:30 p.m. The program advertises Duz, Ivory and other of its soap products. The company reportedly is interested in the purchase of an audience participation show. Mr. Ralston was in Hollywood a few months ago shopping around for two TV programs, one live and one film [CLOSED CIRCUIT, Oct. 4].

WDSU-TV TESTS

Signs With NBC and DuMont

WDSU-TV New Orleans, to premiere with regular programming Dec. 18 at 6 p.m., has signed affiliation agreements with NBC-TV network and with the DuMont Television Network.

Test patterns from WDSU-TV have been telecast since late last month, according to Fred Weber, station manager. A special premiere program Dec. 18 will feature Don McNeill and the cast of his ABC *Breakfast Club*.

WDSU-TV is owned by International City Broadcasting Service Inc. (Edgar Stern family). Station will operate on Channel 6 (82-88 mc) with 30,800 w of effective radiated power.

TV BY GE

Two Transmitters Ordered

TELEVISION transmitters for two stations have been ordered by Video Broadcasting Co. from General Electric. The units will be used in Portland, Ore., and San Diego, Calif.

The Portland outlet, KTVU, is expected to be on the air about March 1949. Video Broadcasting Co. is managed by Charles B. Brown, former program director at KFI Hollywood. Technical director is C. Wesley Turner.

ABC aired its first midwest simulcast Dec. 1, from WENR and WENR (TV) Chicago. Program thus aired was *U. S. Treasury Salutes*. Treasury Dept. honored ABC and WENR for "outstanding cooperation in post-war-bond drives."

WHAT'S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

FOR THE SECOND YEAR
ALL PHILADELPHIA IS
"Eavesdropping on Santa"

IT ALL STARTED during the holidays last year when one of WPTZ's imaginative producers fell to wondering what small fry actually told Santa Claus when they trouped into the department stores before Christmas. To find out, one of our mobile units moved down to Gimbel's Toyland, set up television cameras hard by Santa Claus's dais and shamelessly looked and listened in on Young Philadelphia's heart-to-heart talks with the grand old man with the whiskers.

Conceived strictly as a one-time sustaining program, executives of Gimbel Brothers caught the show, saw in it an opportunity more than ever to make Gimbel's Toyland the official residence of Santa Claus and bought the program three times a week until Christmas.

That the series was a success is well proven by the fact that again this year all Philadelphia is "Eavesdropping on Santa" at Gimbel's Toyland—via television and WPTZ.

At WPTZ, advertisers and their agencies have found that in addition to modern, complete television facilities and experienced personnel to get the most from such facilities, there is another equally important ingredient that goes with time purchased on WPTZ. That ingredient is *creative imagination*. Furthermore, advertisers tell us that at the moment, creative imagination is a factor as vital to the success of the commercial television as it is rare.

For more information about the Philadelphia television market and what WPTZ has to offer, drop us a line.

PHILCO TELEVISION BROADCASTING CORPORATION
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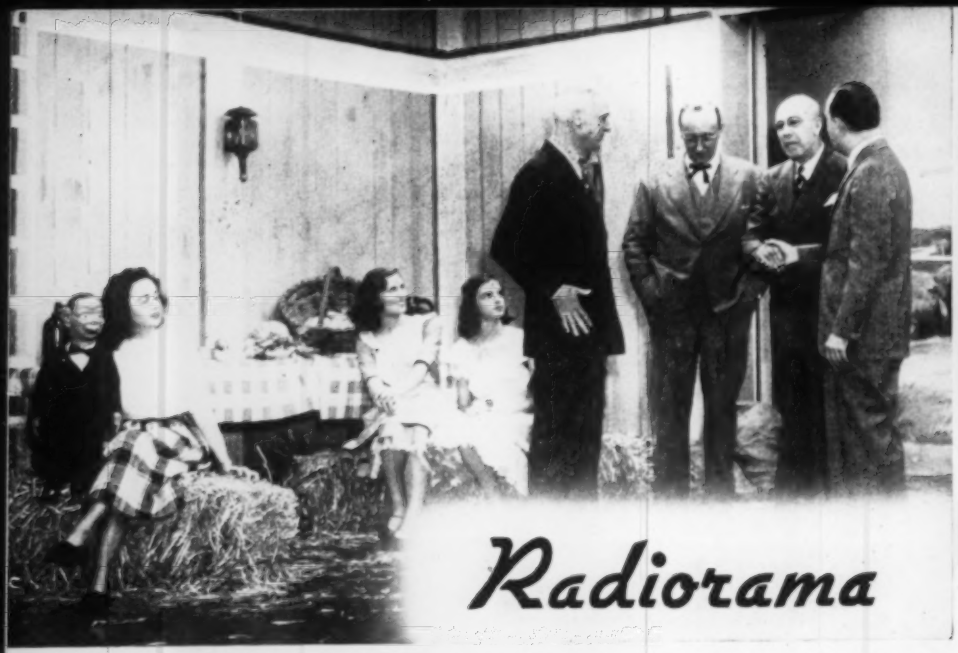
WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

Radiorama



GREETINGS to WAVE-TV Louisville, Ky., are extended by the mayors of Louisville and New Albany during station's initial broadcast. Shown during inaugural are standing (l to r) George W. Norton, WAVE president; Charles Farnsley, mayor of Louisville; Mayor Shannon of New Albany, and Burt Blackwell, director of studio productions at WAVE-TV. (See story, page 43)

ILLUSTRATIVE commercial for ABC *Whiz Quiz* is participated in by (l to r) Charles Trippi, Chicago Cardinals star; Tina Harris, and Johnny Olsen, quizmaster. Supervising are (l to r) Charles O'Malley, v.p., Beich Candy Co., sponsor; Bill Wilson, ABC account executive, and Irwin Olian, president, Olian Advertising Co.

WARD INGRIM (center), newly appointed director of advertising for Mutual Don Lee, is introduced to Hollywood life during a lunch at the Brown Derby. Don Lee executives making the introduction are (l to r) Carlton Winckler, TV program coordinator; A. M. Quinn, secretary-treasurer; Henry Gerstenkorn, KHJ sales manager, Patrick Campbell, station relations dir.

NOTES for *The Farmer's Trip to Europe* program are exchanged by (l to r) E. T. Johnson, Nebraska farmer, and Mal Hansen, WOW Omaha farm service director, as they are greeted in England by W. S. Mansfield, Cambridge agriculture professor, and Tom Sloan, BBC commentator. Mr. Hansen and 26 farmers are touring Europe under WOW sponsorship.

INSPECTING facilities at KNBH, Hollywood TV outlet of NBC, are (l to r) Burt Oliver, Hollywood manager, FC&B; Harold Bock, NBC western TV director; Robert Ballin, FC&B v.p., and Nate Tufts, head, E. W. Bothwell.

SPECIAL video film is inspected by speakers who participated in "Television Night" held by Los Angeles Advertising Woman Inc. Left to right they are: Robert Black, Dana Jones Co. account executive; Nancy Holme, CBS Hollywood director of education; Rita La Roy, KTLA (TV) Los Angeles; David Crandall, KTTV (TV) Los Angeles; Corris Guy, KTLA, and Harry Lehman, Cine-Tele.

PROMOTION kit, prepared monthly for each client and designed by Harold A. Smith (r), WMAQ Chicago promotion manager, is studied by Oliver Morton, manager of NBC Central Division national spot sales department.

WFAA

BLANKETS THE DALLAS-FT. WORTH MARKET!

And our good friend Mrs. Broadbeam only proves how *complete* coverage can be. Certainly she needs better facilities. In Texas there's a rich and fast-growing market, modern engineering and transcription facilities and 26 years' experience in programming. So whether you're selling cosmetics, tractors, or dog food, you'll choose WFAA.

Represented Nationally
EDWARD PETRY and COMPANY

WFAA
820 NBC • 570 ABC
DALLAS
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News
and WFAA FM

By Order of FCC, WFAA Shares Time on Both Frequencies

Thanks for the orchids

THANKS to Broadcaster's Guild, Inc., for making its own survey among a large, representative group of radio stations . . . a survey which determined the relative position of transcription library services on several different points. And...

THANKS to *Billboard* magazine for printing the results.

According to the Billboard article:

STATIONS, WHEN ASKED WHICH SERVICE THEY WOULD ADD, VOTED:	STATIONS, WHEN ASKED WHICH SERVICES THEY MAY DROP, RATED:
1st choice — LANG-WORTH	1st choice—Library E
2nd choice—Library A	2nd choice—Library B
3rd choice—Library B	3rd choice—Library G
4th choice—Library C	4th choice—Library A
5th choice—Library D	5th choice—Library H
6th choice—Library E	

In the Billboard report Lang-Worth was not even listed among libraries which may be dropped

ENDORSED BY 826 ADVERTISERS!

SALES have been sensational for every item advertised . . . automobiles, food, drugs, dry goods, tires, insurance, jewelry, paints, clothing, radios and many others . . . all promoted by LANG-WORTH programs! 826 advertisers endorse the selling power of these shows . . . they've heard them in action. Everything about them is NETWORK CALIBRE . . . everything but their local station cost.

To begin with, LANG-WORTH talent is tops! The stars that sell your product are nationally recognized, big-time names, with tested and proven audience appeal. Furthermore, the basic idea and program format are both solid and surefire . . . while production and writing sparkles with showmanship . . . the kind of "know-how" that lifts your show right up alongside the finest running mate you'd hear anywhere on the air, coast to coast.

Small wonder, then, that among radio station operators . . . "with men who know transcriptions best" . . . it's Lang-Worth!

Foremost in a series of special production shows offered to all LANG-WORTH stations are:

THE CAVALCADE OF MUSIC

Top-flight entertainment featuring 35-piece pop-concert orchestra and 16-voice chorus under the direction of D'Artega. Spotlights a galaxy of all-star guest acts, such as Tommy Dorsey, Anita Ellis, Vaughn Monroe, the Modernaires, Tito Guizar, Frankie Carle and many others. The most dynamic musical show on transcription. 30 Minutes, once weekly.

THE EMILE COTÉ GLEE CLUB

A class-appeal program with a universal audience, as shown by the most consistently high Hooper ratings of any transcribed feature. A male Glee Club of 16 voices, with soloists Floyd Sherman, Stanley McClellan and Percy Dove, presents a repertory of more than 200 best-loved popular melodies. 15 Minutes, 5 times weekly.

MIKE MYSTERY

Murder, mystery, suspense and music . . . an irresistible audience potion combined in a 15 minute, 5 weekly format that's guaranteed to blow the top off your sales chart! A snappy two-minute "Whodunit", incorporated in the show, gets itself solved right after your advertiser's product is sold. Written exclusively for Lang-Worth by Hollywood's Howard Brown.

THROUGH THE LISTENING GLASS

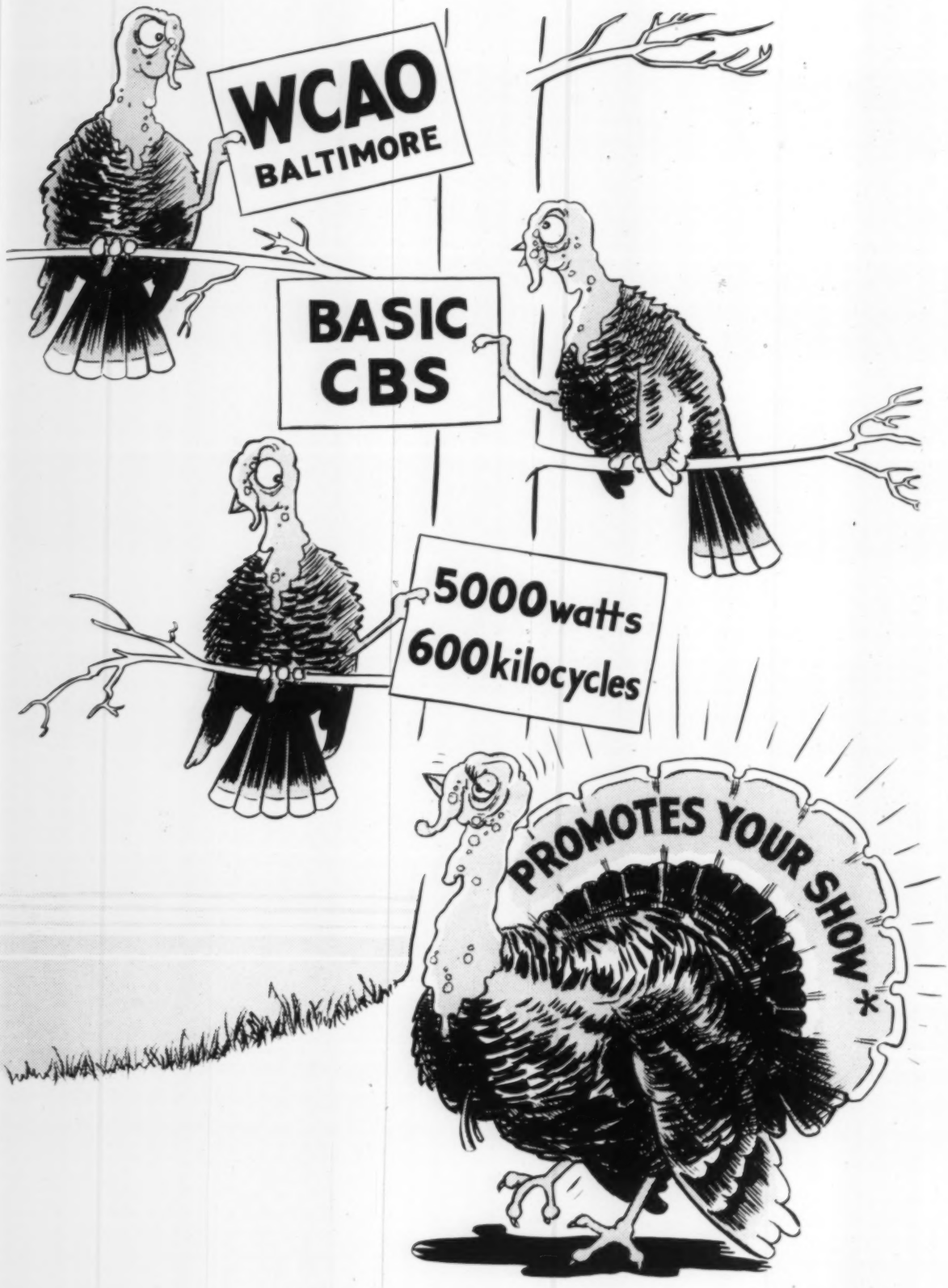
Another favorite musical hit show, with the "Silver Strings", under the direction of Jack Shaindlin and featured weekly appearances of those musical stars, the LANG-WORTH Choristers and a pageant of guest artists: Dick Brown, Joan Brooks, Johnny Thompson and others. 30 Minutes, once weekly.

For a full listing of Lang-Worth affiliated stations, see your representative or write

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL • 113 WEST 57th STREET • NEW YORK 19, N. Y.



*Just ask your
Raymer representative

Bum Steer

CAMERAMEN for Fox Movietone News were all set to take movies Dec. 2 of the International Livestock Exposition auction in Chicago. The film was to be sponsored by Camel cigarettes on NBC's eastern video network. Suddenly someone reminded the Fox operatives that the name of the grand champion steer was "Old Gold." The picture-takers promptly packed their equipment and silently stole away.

KSD-TV RATES

New Card Effective Jan. 1

KSD-TV, *St. Louis Post-Dispatch* television station, has announced a new rate card (No. 3) effective Jan. 1. Rates range up to $300 an hour for Class A live show time, 6-11 p.m. Mondays through Fridays and 1-11 p.m. Saturdays and Sundays, and $180 an hour for Class B time (all hours other than Class A time).

In addition to the $300 Class A and $180 Class B one-hour rates, KSD-TV's new card lists the following rates for live talent programs and announcements:

Class A—40 minutes, $240; 30 minutes, $180; 20 minutes, $150; 15 mintes, $120; ten minutes, $100; five minutes, $80, and one minute, $50.

Class B—40 minutes, $144; 30 minutes, $108; 20 minutes, $90; 15 minutes, $72; ten minutes, $60; five minutes, $48, and one minute, $30.

All rates are for time charges only. For film programs and sound-on-film announcements rates are 20% below the live talent show charges. Frequency discounts allowed are 5% for 13 times, 10% for 26 times, 15% for 52 times; 20% for 100 times and 25% for 200 times.

Maximum rehearsal time without extra charge for a 60-minute live show is two hours. One and a half hours of rehearsal time is allowed for a 40-minute show, one hour for a 30-minute show, a half hour for 20, 15, ten and five minutes, and a quarter hour for one minute. Charges for extra rehearsal time are $50 for each hour up to five hours and $150 for each hour in excess of five hours.

KSD-TV is on Channel 5 (76-82 mc). Station has been on the air 22 months.

Donald Dexter

DONALD DEXTER, 44, head of Duoplane photography department of Jerry Fairbanks Productions, Hollywood, died suddenly of a heart attack Dec. 3 at his home. Funeral services were held Dec. 5 from Wee Kirk o' the Heather, Forest Lawn, Glendale (Calif.). He is survived by his widow Josephine.

WAVE-TV

Starts Programming On Channel 5

(See picture, Radiorama, page 38)

WAVE-TV Louisville started Nov. 24 on Channel 5 (76-82 mc), with 16.6 kw visual, 10 kw aural. The station is assigned to WAVE Inc. which also operates WAVE and its FM outlet WRXW. Antenna height is 570 feet.

During inaugural ceremonies a party was given for more than 100 representatives of papers from all parts of the state.

The two-hour show itself presented a preview of programming on WAVE-TV. Dealers and distributors throughout the area are reported to have promoted the occasion by holding open house for non-set owners.

WAVE-TV is affiliated with both NBC and ABC. Network programming will be by film and kinescopic recording until coaxial cable contact is completed. Studio, news and remote programs will be presented in addition to movies and the network shows.

Director of television for the station is John Boyle, former production manager of RCA television demonstrations. Mr. Boyle was in charge of a TV caravan unit which displayed television operations throughout the United States and several foreign countries.

George Patterson, program director for the AM and FM operations of WAVE, is also program director for WAVE-TV. Commercial manager for WAVE-TV is Ralph Jackson. Mr. Jackson was sales representative for the AM station for three years and for WRXW since it opened.

Fred Mullen, television film supervisor, has served as cameraman, editor, script worker, sound recorder, technical advisor and producer in the fields of television and movies, in Hollywood and New York.

The director of remote operations, Walter (Bud) Witherbee, joined WAVE-TV after serving with RCA. Burt Blackwell, director of studio productions, was chief announcer at WAVE. He is also a member of the U. of Louisville faculty and the "Talking Books" staff, which records books for the Library of Congress.

Sports announcer Bill Goodman was formerly on the staff of WPEN Philadelphia. He also has done sportscasting for Northwestern U. and on the Cornell U. station.

Other former RCA employes are Frank Jordan, TV technical supervisor, and Bill Winters, TV engineer.

BRITISH TELEVISION

Visiting BBC Experts Exchange Ideas

FULL-LENGTH dramas, running an hour and a half or longer, are the favorite video programs with British viewers, Norman Collins, controller of television for the BBC, told a news conference in New York last Monday.

With the children, the situation in England is the same as over here, he added, and puppets are first choice. A BBC puppet, Muffin the Mule, is as popular with British moppets as Howdy Doody is with American kids.

The cost of presenting a three-act drama, which BBC does two or three evenings a week, Mr. Collins said, runs from about $4,000 for the average 90-minute program, to three or four times that much for a more elaborate musical production.

The overall cost of BBC's television activities comes to some $4 million a year, Mr. Collins reported, slightly under a tenth of the BBC's net income of around $44 million. This is derived from licenses on Britain's 11.5 million sound broadcast receiving sets, at $4 a year. TV sets are licensed at double that amount, or $8.

He said that there are about 100,000 TV sets in the London area, only place where video program service is now available in the British Isles.

Reporting that dealers have orders for around a million TV sets, he explained that because of government limitations on the amount of material that may be used for television the 30 manufacturers in the field are limited to a combined output of about 5,000 sets a month.

Harold Bishop, chief engineer of the BBC, told the group that the same limitations have retarded BBC plans for extending television program service to the rest of the United Kingdom. A second station, now under construction near Birmingham, will open late next summer, he said, giving video service to the Midlands. The London station operates with 17 kw and the new station will have twice that power, 35 kw.

The Midlands station will operate in combination with London, with which it will be connected by both coaxial cable and radio relay.

Mr. Collins and Mr. Bishop left for England on Thursday after a month in this country observing video operations and in Canada discussing potential TV operations there.

PULSE TV RATINGS

Texaco's Show Still Tops

THE NOVEMBER television audience report of The Pulse Inc., New York, reports that *Texaco Star Theatre*, on NBC-TV Tuesday nights, continues its wide-margin lead in both New York and Philadelphia.

In the Quaker City, Tuesday night is the big video night, with three successive teleshows on three different stations hitting the first three places.

In both cities, radio sets-in-use in television homes, showed a slight increase over September or October, but gains are too slight to be significant at present.

NEW YORK, NOVEMBER 1948
Top Ten Television Shows

	Nov.	Oct.
Texaco Star Theatre, WNBT, Tues.	59.3	50.7
Toast of the Town, WCBS-TV, Sun.	36.0	36.7
Original Amateur Hour, WABD, Sun.	32.7	32.7
Boxing, WNBT, Mon.	31.3	46.7
Kraft TV Theatre, WNBT, Wed.	31.3	
We, the People, WCBS-TV, Tues.	28.0	28.7
Small Fry Club, WABD, Mon.-Fri.	27.4	29.3
Winner Take All, WCBS-TV, Wed.	26.0	
Wrestling, WNBT, Tues.	24.7	
On Broadway, WNBT, Mon.	24.0	37.3
Horse Show, WCBS-TV, Thurs.	24.0	

Average ¼ Hr. Sets-in-Use for Week
12 Noon-12 Midnight
Television Homes

	Combined Radio & TV	TV Only	Radio Only
November 1948	34.2	24.1	11.5
October 1948	33.5	24.1	10.8
September 1948	33.0	23.5	11.1

PHILADELPHIA, NOVEMBER 1948

	Nov.	Oct.
Texaco Star Theatre, WPTZ, Tues.	61.0	49.0
Warriors vs. Providence, WFIL-TV, Tues.	49.0	
We, the People, WCAU-TV, Tues.	44.0	38.0
Boxing, WPTZ, Friday	44.0	33.0
Eagles vs. Giants, WFIL-TV, Sun.	41.0	
Toast of the Town, WCAU-TV, Sun.	41.0	33.0
Original Amateur Hour, WFIL-TV, Sun.	39.0	33.0
Break the Bank, WFIL-TV, Fri.	39.0	
Boxing, WFIL-TV, Mon.	37.0	
Kraft TV Theatre, WPTZ, Wed.	35.0	43.0

Average ¼ Hr. Sets-in-Use for Week
12 Noon-12 Midnight
Television Homes

	Combined Radio & TV	TV Only	Radio Only
November 1948	37.4	25.1	14.2
October 1948	32.0	22.0	11.1
September 1948	28.8	19.7	10.1

FOOTBALL 'GATE'

TV Aided Minn. U. Record

FURTHER indication that television helps to increase attendance at sports events is reported by KSTP-TV Minneapolis-St. Paul. The station telecast all of the U. of Minnesota's home football games this season, and gate receipts reached a new high, nearly $1 million, the university said.

Television also was instrumental in building patronage for the recent ten-day World's Championship Rodeo in St. Paul, according to Walter A. Van Camp, managing director of Saintpaulites Inc. KSTP-TV telecast the opening performance.

DELPHINE V. HUMPHREY, librarian of McCann-Erickson, New York, and Rita Allen, librarian of Newell-Emmett, New York, were re-elected chairman and vice-chairman of the Council of Adv. Agency Librarians at their last meeting. Vera Halloran, librarian of J. M. Mathes Inc., New York, was elected secretary.

DON'T GET MAROONED IN REDDEN (Ky.)!

Believe us, you won't find anything colorful, at either first *or* last blush, in Redden (Ky.)! Redden just doesn't have the people — *or the income* — to guarantee you a rosy sales future!

To get brilliant, glowing results in the Bluegrass State, you need *only* the Louisville Trading Area and its high-income population of 892,700 people. WAVE broadcasts *exclusively* to this market; hence its Kentucky listeners average $4454 per family in Effective Buying Income, whereas in the *rest of the State*, the average is $2769!

Yes, Gents, if you want to stay out of the red and avoid the blues, let WAVE show you the *bright* side of the picture! Ask us — or Free & Peters.

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

GREY ON TV

Is Medium-Sized Firm's Medium, Says Agency

TELEVISION now offers a "one-in-a-business-lifetime" opportunity for the medium-sized advertiser, according to a bulletin published by Grey Advertising Agency, New York.

Video, the bulletin says, may now be compared to the early days of radio, when a small group of modest-sized advertisers hit the sales jackpot by a plunge into radio.

A medium-sized advertiser can now grab off more consumer attention per dollar spent via TV, says the bulletin, because: (1) Competition from other advertisers is not so great; (2) quality of competition is not so keen as in other media which have an enormous number of ingenious advertisements.

The bulletin defines a medium-sized advertiser as one whose consumer budget may total between $100,000 and $250,000 annually. Too many such sponsors, says the bulletin, have been thinking along this line: "Television shows are for the big boys, spots are all we can afford."

The bulletin concedes that up to now that attitude has not been entirely ill-founded. Even now, it cautions, the medium-sized advertiser should not put too large a slice of his ad budget into the one medium.

Dollar Return Greater

But an advertiser has a relatively easier job to create more consumer attention in the new medium than in an older medium, the bulletin argues. His return for dollars spent can be greater, it further argues.

The bulletin also advances the theory that retailers "are becoming pretty blase about national advertising" in the established media, but are still excited about television.

"These distributing channels have all the curiosity about television that you have, we have, and that almost everybody else has," it says. "Now it so happens that curiosity is a springboard to interest; a springboard to excitement; a springboard to enthusiasm. The individual who is curious can be more easily excited; more easily enthused.

"We have been completely amazed," it continues, "at the way staid, seasoned and conservative retailers have gone overboard in their eagerness to tie up with mere television spots.

"And yet, perhaps we should not have been so flabbergasted after all. The very soul of successful retail promotion is something distilled from news; something that is newsworthy. Television, per se, is news. Therefore, keen retailers recognize that television advertising is worth tying up to, promotionally, because—as news always does—it creates conversation, it becomes a conversational piece and advertising that is talked about doubles and redoubles itself."

The Grey bulletin closes with an exhortation to the medium-sized advertiser to "take another look at television" with the thought of "the possibilities of lapping your competition by jumping into television with both feet" by buying programs and not merely spots.

CANDID VIDEO

Livens WMAR-TV Patterns

TV TEST patterns can be pretty monotonous at times, but WMAR-TV Baltimore has found a solution in its one-hour program known as *Sun Square Scenes*—with a viewers' dividend thrown in, too.

Each afternoon the Sunpapers' outlet places one video camera at the intersection of Baltimore and Charles Streets—the center of the city—to give televiewers a glimpse of Baltimore's passing citizenry. WMAR-TV also continues to show the correct time, temperature and weather at intervals during the hour.

Sometimes the pickup affords viewers an unexpected view of Americana as when, early this month, a cameraman telecast a man dashing out of a department store, with a second in hot pursuit. The orthicon swung around in time to catch an officer apprehending the pace-setter and escorting him back into the store.

The candid TV eye waited until the paddy wagon arrived and viewers saw the police department prepare to haul the culprit off to the city jail.

TV Publicity Firm

RADIO Television Publicity Corp. has been formed by Irving Mattaway, serving as president, with offices at 159 E. Chicago Ave. Chicago 11, Ill. The company announces some 30 stations are using or have contracted to use its neon clock promotion service. Placards suspended from the clock are sent to stations monthly. Among sales supervisors of the company are Gil Verba, formerly of KOA Denver; Harold Gray and Ray Gilley, formerly of CBS New York.

Chandler Sentence

CONVICTION of Douglas Chandler, 58, former U. S. broadcaster in Berlin, on treason charges was upheld by the First U. S. Circuit Court of Appeals, Boston, Dec. 3. Mr. Chandler was sentenced to life imprisonment. He had been a Baltimore newspaperman.

"FREE & PETERS"

means Bull's-Eye

TELEVISION

as well as Bull's-Eye Radio!

NO, we don't pretend to know *all* there is to know about television, here at Free & Peters—but we're working at it with the same zeal and enthusiasm that has made us a leader among *radio*-station representatives!

Jack Brooke—who recently joined us in New York with three years of television under his belt—is contributing *much* to our higher TV learning.

Further, all us Colonels have long been studying every aspect of television—its growth, programming, advantages and restrictions—all with an eye to *its most effective use as an advertising medium.*

If you're thinking of using television now, or if you just want to keep informed about television for the future, we'd be glad to tell you anything we know. Say when!

	On the Air
KSD-TV St. Louis	Now
WPIX New York	Now
WBAP-TV Fort Worth-Dallas	Now
WAAM Baltimore	Now
WAVE-TV Louisville	Now
WTCN-TV Minneapolis-St. Paul	1949
WOC-TV Davenport	1949
WMBT Peoria	1949

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

when Portlanders want to know they turn to KGW where news is always NEW

KGW NEWSMEN at work in a corner of their efficiently designed workshop.

DON KNEASS studies reports in the soundproof teletype room adjoining the newsroom. KGW is served by Associated Press and INS.

DON KNEASS, News Chief. Don has been KGW's news chief since 1941, after seven years on the ladder from apprentice to chief announcer. He's been on KGW almost steadily since 1934, coming to the station after radio and journalism work at Oregon State College. Kneass' early-morning, mid-morning and noon reports are among the region's most popular news broadcasts.

CHUCK FOSTER, Nite News Chief. Chuck's local and national news broadcasts have gained increasing popularity based on straightforward, factual reporting. Most of his local news is gleaned from his own sources and beats, which he covers regularly. Chuck uses news services stories mainly to supplement his own newsgathering abilities. His objective reporting is broadcast five evenings a week.

KGW'S NEWSROOM...A WORKSHOP

The designers of KGW's new studios conceived the news department as a vital function of the station, where staff members would work undisturbed with complete freedom, in fully-equipped quarters. The teletype room is closed off from the workshop by a heavily-insulated door, to eliminate distracting noises from the newsroom. Studio E (the control booth of which is shown above) is for exclusive use of the news staff. They can broadcast direct from the newsroom or from any of the station's other studios, also. To KGW, which always has stressed the importance of adequate radio news coverage, these facilities are indeed another step ahead.

RUDY LACHENMEIER, Sports Editor. His Sports Page Final, heard over KGW and KGW-FM five nights a week, features news of local sports events of all kinds. One of Rudy's specialties is accurate, up-to-the-minute fishing forecasts in season, and his club work with high school sports editors has gained wide local attention.

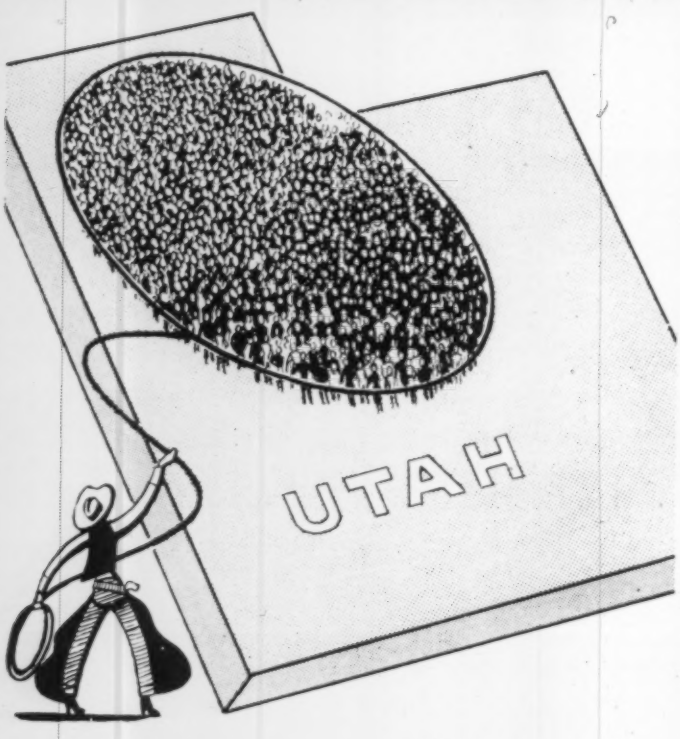
GEORGE MOORAD, News Analyst. Globe-trotting George Moorad literally had the world as his beat during the war... Guadalcanal, New Guinea, London, the Middle East, Italy, France, Manchuria, Russia, Kwajalean. His books on his Russian experiences have been widely acclaimed as authoritative accounts. George Moorad is sponsored on KGW and KGW-FM five afternoons a week.

Another step ahead for...

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
NBC AFFILIATE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

FACTS ABOUT THE UTAH MARKET



More People Have More Money in the KDYL Area

Throw a rope around the nine counties surrounding Salt Lake City — *a portion of the area that KDYL covers most intensively* — and you have the bulk of Utah's purchasing power.

In this area are about 78% of Utah's population, and 86% of its effective buying income.

Alert advertisers are telling their story to this rich, responsive, concentrated market over KDYL — Utah's *popular* station — and over television on KDYL-W6XIS. Here's two-fold opportunity for you!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative John Blair & Co

B&B Either Way

NOW the new song hit "Buttons and Bows" has an effective parody among agency folk—it's "Benton & Bowles" substituted in the key words. In fact Carroll Bagley, a time salesman at WNEW New York, persuaded the station's orchestra and singer, Peggy Ann Ellis, to sing the song substituting only the key words over the WNEW program *Let Yourself Go*. Needless to say, Benton & Bowles listeners were pleased and amused with the rendition.

VIDEO RIGHTS

Moser Covers Ownership

TELEVISION broadcasters should persuade Congress to extend program ownership rights through amending copyright laws rather than enter court against a mass of legal precedents not related to TV, John. B. Moser, Chicago attorney, told members of the Chicago Television Council Wednesday.

"You'll have to live with these legal precedents, whether you like it or not, unless you get Congress to enact new legislation regarding TV ownership rights," said Mr. Moser, who is general counsel of the Chicago video group. "Promotors of sports events alone will precipitate considerable court activity. Costly legal battles will interfere with the development of this new medium."

Asserting that "TV legally has seen nothing yet," the counsel warned that most lawyers and judges don't understand television, let alone television law. He recalled that in several suits against those showing Louis-Walcott fight telecasts to large groups of viewers "not one opinion was written."

"As a result, the decisions in these cases are not regarded as precedents, and, in the absence of written opinions, there will be no appeals to higher courts," he observed.

Memphis TV Survey

SURVEY conducted in the Memphis, Tenn., area shows 1,444 television receivers in the metropolitan district, according to *The Commercial Appeal*, owner of WMCT (TV) Memphis, which made its debut Dec. 11 [BROADCASTING, Dec. 6]. The survey also reveals an estimated additional number of sets ranging from 300 to 400 in fringe areas. *The Appeal* reports these sets were purchased outside of the Memphis market and prior to the sales activity on the part of Memphis distributors.

THE WILLIAM V. STANCIL Co., North Hollywood, Calif., has announced a price increase of 10% on orders received after Dec. 1, on the Stancil Transcription Magnetic Recorder.

PULSE N.Y. REPORT

Listening Hits a High

HIGHER ¼ hour sets-in-use figures for New York's metropolitan area were reported by The Pulse Inc., New York, for November than for any other November studied by the radio audience measurement firm since its surveys began in 1941. Rise was attributed by The Pulse to extraordinary interest in election returns on Wednesday, Nov. 3.

All giveaway shows disappeared from the top ten lists, as Red Skelton out-distanced *Break the Bank* and Fred Allen and *Stop the Music* divided potential audience so closely, neither emerged in the lead brackets. Top nighttime show was *Lux Theatre*, with Arthur Godfrey leading in the daytime across-the-board list. Jack Sterling, replacing Mr. Godfrey in November, took sixth place in daytime listening, holding thus far the entire Godfrey audience.

Average quarter-hour sets-in-use for the week studied 6 a.m.-12 midnight:

November 1948	26.5
October 1948	24.3
November 1947	23.0

TOP TEN EVENING & DAYTIME SHOWS

Evening

	Highest ¼ Hr. Rating Nov.	Oct.
Lux Radio Theatre	23.0	21.3
Walter Winchell	22.3	16.3
Jack Benny	22.3	15.7
Fibber McGee & Molly	19.3	19.8
Bob Hope	18.3	19.1
My Friend Irma	17.3	14.7
Godfrey's Talent Scouts	17.0	14.3
Red Skelton	16.3	—0
Kraft Music Hall	15.7	13.7
Inner Sanctum	15.7	14.3

Daytime—5 a Week

	Highest ¼ Hr. Rating Nov.	Oct.
Arthur Godfrey	7.3	8.1
Grand Slam	7.9	6.5
Rosemary	7.3	6.5
Harry Clark, News	7.1	6.9
My True Story	6.8	–
Jack Sterling	6.7	–
Breakfast Club	6.5	–
Wendy Warren	6.5	6.2
Aunt Jenny	6.5	6.5
Helen Trent	6.2	6.6
Our Gal Sunday	6.2	6.3

Saturday & Sunday Daytime

	Nov.	Oct.
The Shadow	9.3	8.7
Counterspy	8.0	6.0
Quick as a Flash	7.7	6.7
Children's Hour	7.0	6.0
Make Believe Ballroom (Sat. a.m.)	6.3	5.0
Quiet, Please	6.0	
Bing Crosby Records (Sat. 11:30 a.m.)	6.0	5.0
True or False	5.3	
C F. McCarthy, News	5.3	5.3
Detective Mysteries	5.0	5.7
New York Philharmonic	5.0	
Solitair Time	5.0	5.0

DC Set Figures

A TOTAL of 24,500 TV sets are now installed and operating in metropolitan Washington, the District's Television Circulation Committee announced Dec. 1. Estimates are derived from monthly TV set sales figures furnished by Washington Electric Institute and the number sold by dealers and distributors who are not WEI members. Addition of William K. Treynor of WOIC, imminent Bamberger TV outlet, to committee membership was also announced.

YOU MIGHT GET A 425-POUND WHITETAIL DEER*--

BUT . . .

YOU NEED WKZO-WJEF TO MAKE A KILLING IN WESTERN MICHIGAN

If you're shooting for higher sales in Western Michigan via radio, you've got to use nearby or home stations to tell your story *effectively!*

Here's the reason: Insofar as radio reception is concerned, Western Michigan is unique. We have a definite and distinct "wall of fading" around our area that almost completely prevents good reception of outside stations, no matter what their power. Consequently, people in Western Michigan keep their radios tuned *almost exclusively* to near-by outlets; seldom even *try* for faraway stations!

Of all the stations in Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids *do the most economical and effective job. Economical,* because these two stations have an exceptionally attractive combination rate. . . . *Effective* because the January-February Hooper shows that, for Total Rated Time Periods, WKZO has an amazing 55.8% Share of Audience and WJEF a solid 23.4% in their respective cities!

Let us or Avery-Knodel, Inc. give you all the facts you need about Western Michigan. NOW?

* *Albert Tippett got one that size, near Trout Lake, Michigan*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

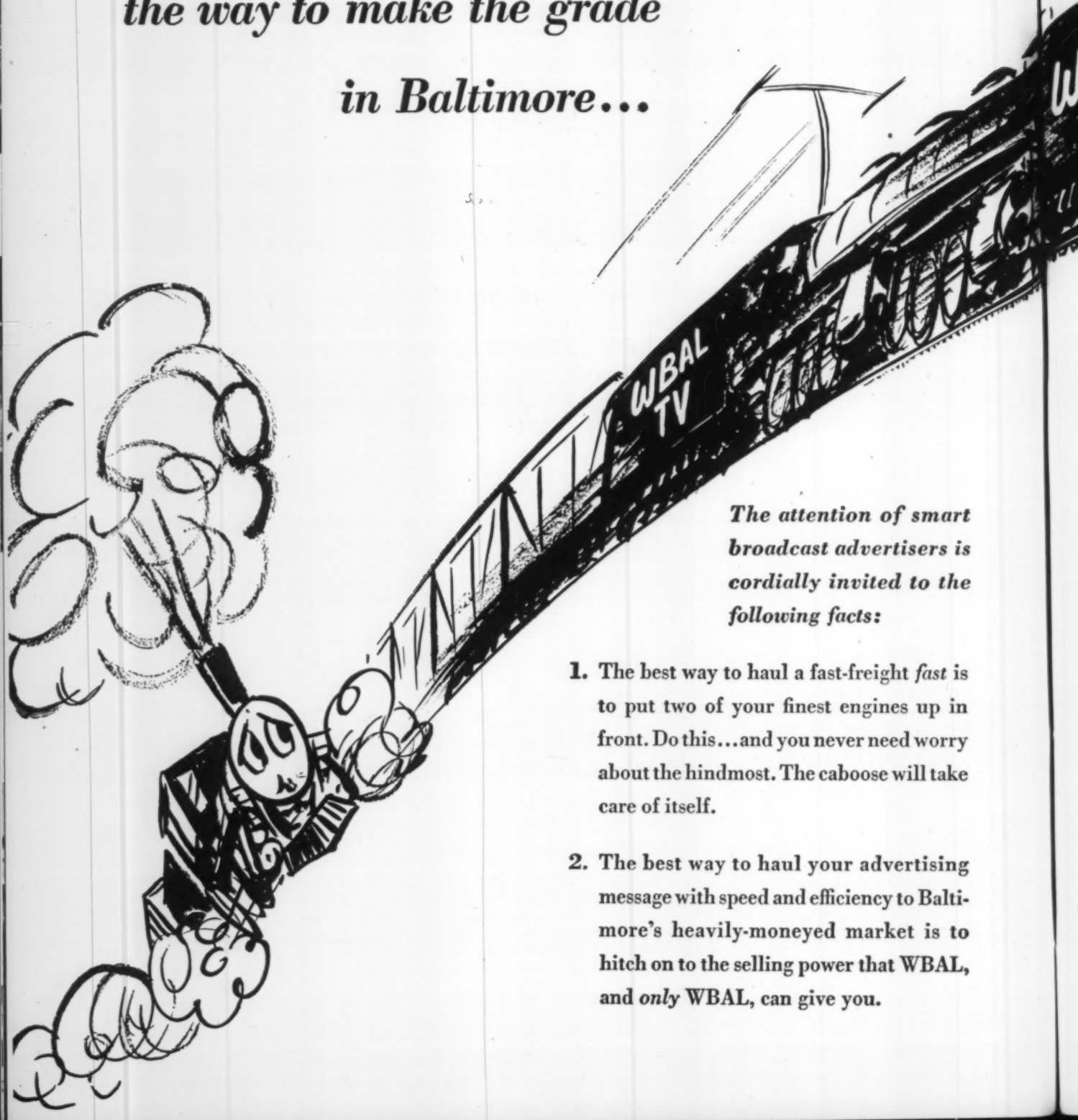
WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

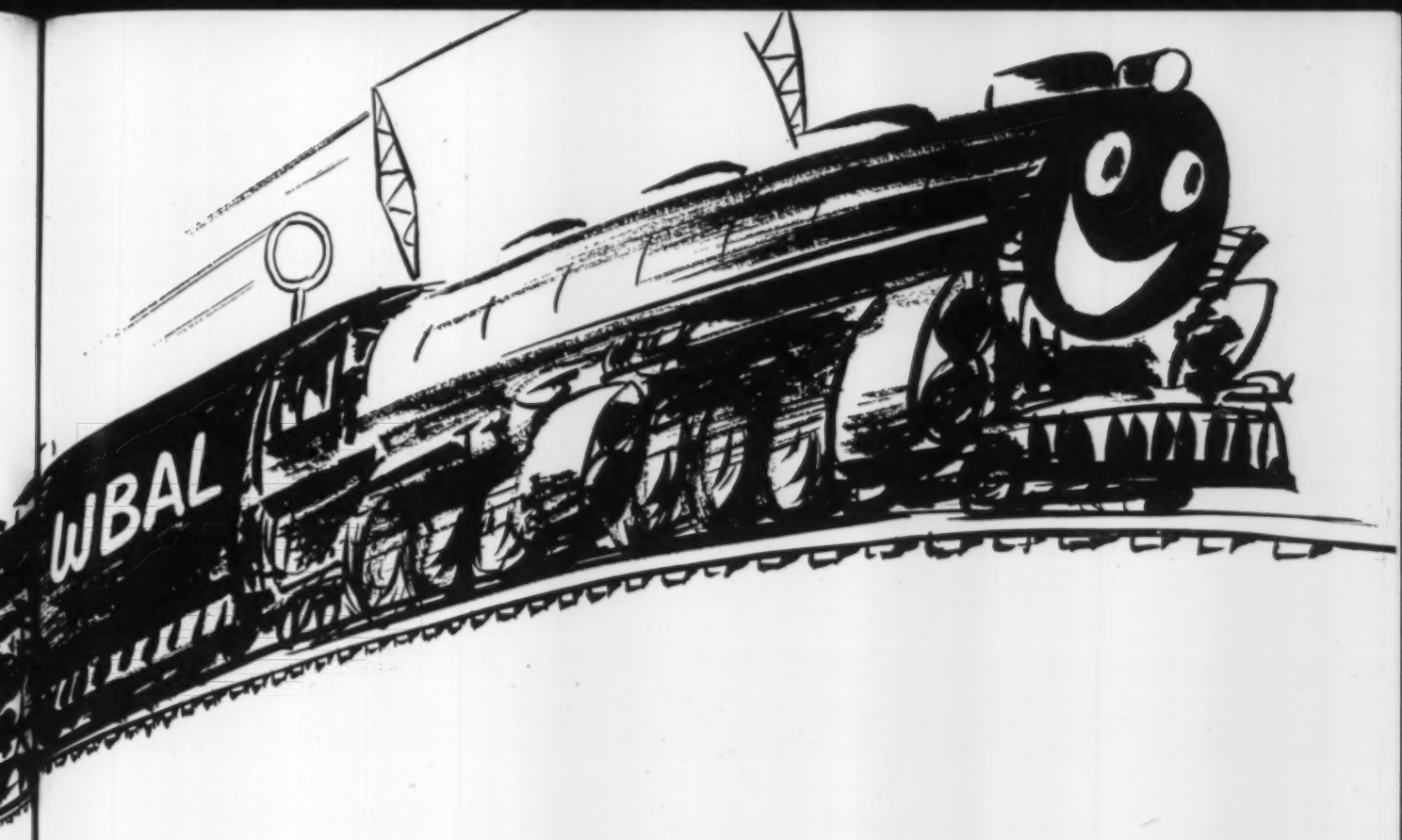
the way to make the grade in Baltimore...



The attention of smart broadcast advertisers is cordially invited to the following facts:

1. The best way to haul a fast-freight *fast* is to put two of your finest engines up in front. Do this...and you never need worry about the hindmost. The caboose will take care of itself.

2. The best way to haul your advertising message with speed and efficiency to Baltimore's heavily-moneyed market is to hitch on to the selling power that WBAL, and *only* WBAL, can give you.



two are always better than one...

WBAL is the only broadcaster in Baltimore offering both AM and Television. This combination... as we don't have to tell you... presents enormous selling possibilities. Your television show reinforces and strengthens your radio offering, and vice-versa. The talent you present in one medium receives wide recognition and publicity from its appearances in the other. And the products or services which you sell can be double-merchandized, in both audio and video mediums, so effectively that each separate commercial has an extra selling power that will make your strongest competitor blush. No need to take our word alone for this. In our Baltimore offices we have a long list*. It contains names you'll have no trouble recognizing. All advertise over WBAL and WBAL-TV... all appreciate the fact that...

in Baltimore, only WBAL offers both...

*You can get the same information, and a lot more that's just as interesting, from our national representatives, Edward Petry & Co.

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

2610 North Charles Street
Baltimore 18, Md.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

Sterling (Mex.)

IN THESE days of international bickering and grimacing across conference tables no one can tell with certainty what's going to happen when the "community of nations" sits down to negotiate. Most interested people thought the Mexico City High Frequency Broadcasting Conference, upon whose outcome the "Voice of America" and the "Voices" of other nations depend, was foredoomed to failure.

Instead, an unusual degree of harmony prevails. Attempts to torpedo the conference through adjournment without action have been thwarted. A Feb. 1 deadline in lieu of Dec. 15 now has been set and optimism prevails.

The big surprise came in the recognition by the conference of U. S. leadership and technical excellence. It was the Soviet delegation which took occasion formally to praise the technical achievements of the U. S. delegation, which has won the sobriquet the "salt mine crew." Our delegation, in turn, praises the Canadians for the quality of their engineering stewardship.

The atmosphere surrounding the Mexico City sessions, restricted as they are to international broadcasting, means little in and of itself in the state of our radio nation. Yet it is significant. To have predicted that a Soviet delegation would give an accolade to an American delegation on anything would have been preposterous before the conference.

Great credit goes to Federal Communications Commissioner George E. Sterling, acting chairman of our delegation, and to his hard-working crew of engineers and advisors. A Senatorial delegation comprising Interstate Commerce Committee Chairman-Designate Edwin C. Johnson (D-Col.) and Sen. Ernest W. McFarland (D-N. M.) along with Edward Cooper, Senate communications expert, were on the scene to see for themselves how a crisis is weathered and to learn that a radio convention is no soft-touch or boiled-shirt soiree.

One observation from Mexico City deserves repeating: "If our delegation at the United Nations could win similar warm approval from the Soviet, the iron curtain and airlift impasses could be quickly resolved. Maybe we should send Comr. Sterling and his crew to Paris."

RCA–All the Way

ELECTRONICS, and that embraces all of radio, is the fastest-moving art and industry extant. The most important entity in that sphere is the Radio Corporation of America, and its far-flung operations which include NBC and RCA Victor. The most important individual in the development of RCA is David Sarnoff, who on Jan. 1 relinquishes his presidency of RCA but who continues as chairman of that corporation and of NBC.

It was on Gen. Sarnoff's recommendation that Frank M. Folsom moves into the RCA presidency after five years at the helm of RCA Victor, distinguishing himself as an administrator and merchandiser. John G. Wilson, Mr. Folsom's second in command, steps into the executive vice presidency of the Victor Division, following closely in the footsteps of his long-time chief.

These promotions must be heartening to all Americans, as well as to all in radio. They are in the best democratic tradition. RCA did not find it necessary to go outside its own organization to find its top men. It is a tribute, also, to the genius of Mr. Sarnoff in picking the right men for the right jobs.

Home TVsweet Home

IT LOOKS as if new laws and ordinances will have to be developed to keep pace with the progress of television.

In Wilmington, Del., last week, ownership of a TV set was held to be grounds for eviction, because the tenant violated a clause against use of tacks, nails or screws. The TV antenna was screwed to the roof.

From Paterson, N. J., came a report that an optical enlarger (that mineral oil bubble), catching the slanting rays of the sun, set off a fire in a radio shop window on Main Street.

Before the do-gooders start yowling about TV breaking up happy homes or being a congenital arsonist, let's point out that it has done more to weld the family fireside than anything since the advent of *sound* radio, and that it's really setting the mass media on fire.

Talent Tug-O-War

THERE'S GREAT commotion over the talent tug-o-war presently confined to the CBS bid for NBC's top-rated programs. And, in tempo with the times, the burden is placed upon television, now held responsible for everything that happens in any phase of advertising, show-business or mass communication.

As always, too, there's a gimmick. In the current melee, it's the substantial savings that accrues to the radio stars through payment of a capital gains tax on sale of personal corporations, rather than income taxes which nick them far more than the 25% one-shot levy.

William S. Paley, CBS chairman, is a sagacious executive who built a 16-station pseudo-network into the second largest entity in radio in less than a decade.

We doubt whether Mr. Paley and his associates are thinking in terms of TV only in seeking to woo top shows. The programs were built by *sound* broadcasting. There's no assurance that they would achieve success in TV. They won their public favor on the *sound* networks—not on stage or screen.

It would seem then that CBS is digging in for a continued *sound* radio run with the Amos 'n' Andys, the Bennys, and the others it may snag. TV exploitation can be regarded only as a by-product and as a gamble. Their AM popularity is there, and is assured—if anything in the talent end can be assured. Meanwhile, the CBS transaction for an interest in the Tournament of Champions, which would become all-inclusive in sports exhibition, obviously is earmarked principally for TV.

Whatever these transactions may mean dollarwise to entities in radio, the public can't lose. New talent must be developed. TV's voracious appetitie has to be satisfied.

NBC has assigned vice president John F. Royal, who put most of NBC's top shows together as that network's first program head, to new executive duties. It's our guess he'll concentrate on new talent.

It won't be long before the current competition finds its level. It has happened before. Fundamentally, management along with talent knows that it's radio that makes the star.

Stardom is attained through performance and the opportunity to win public favor. And, as the *Fort Worth Star-Telegram* sagely commented last week:

"Public favor is not a constant thing. It is fickle. One day a given star has it; the next day he doesn't have it. With the American people a personality can be a hero one day and a bum the next."

Our Respects To—

ORVON GENE AUTRY

SELDOM is one man both talent and management in the radio industry.

Gene Autry is both a star of his own CBS program sponsored by William Wrigley Jr. Co. and an investor in KOWL Santa Monica, KOOL Phoenix, KOPO Tucson. He is waiting for FCC approval of his purchase of KTSA San Antonio.

Asked how he became interested in radio as an investment, he explains that the war emphasized for him that an entertainer has only his performance to depend upon for income. While he harbors no feeling of uncertainty about his own career, he means to be ready, come what may. To this end he owns 85% of the stock in KOOL, 50% of KOWL and 40% of KOPO.

And Gene Autry is not unaware of the coming of television. Although he holds no specific TV trump card, he says either Tucson or Phoenix might be a good place for such a station when the proper time arrives.

His investments do not stop with radio, either, for he has interests in two song publishing companies (Western Music Publishing Co. and Golden West Melodies), five Dallas theatres, two Phoenix daily newspapers, a Phoenix flying school and five ranches.

In addition he produces as well as stars in his own pictures under the corporate name of Gene Autry Productions. He also controls a rodeo company of his own and owns a major interest in the publishing house that turns out a million Gene Autry comic books a year.

This is ample domain for a chap who started life as a railroad telegrapher. Born near the town of Tioga, Tex. on Sept. 29, 1908, he was reared on a farm near Ravia, Okla. Music and song became an avocation at 11 when he bought a second-hand guitar for $1.50. It didn't take him long to learn enough chords to accompany himself.

During high school he worked parttime as general handyman at the Frisco Railroad station in Ravia. In spare time he learned telegraphy from the regular operator. When he was 18 the Frisco hired him as "relief" operator. For the next few years he moved up and down the line between Springfield, Mo. and southern Oklahoma whenever an extra operator was needed.

In 1929, he happened to be assigned to the telegraph office in Chelsea, Okla. Being in a small town with little business, he spent a good bit of his time strumming his guitar and singing. One evening a stranger came into the office to send a message. While the man was busy writing out his message Gene Autry went

(Continued on page 56)

"Make merry with music your Christmastide through." Somebody said it... we don't know just who. So we hang it on Santa Claus, the best friend a seller ever had. And a pretty sprig of selling sentiment it is! For Christmastide through — as all the year through — smart advertisers make merry, and make money, with the good music of WQXR. Into 550,000 New York homes they go ...into a generous portion of the world's richest and most generous market, where listeners keep tuned to WQXR so constantly, no other station reaches them so effectively. For there's no music like *good* music...the kind WQXR broadcasts all day and all year. Why don't *you* see about a time contract... the one with a Santa clause in it? Just call CIrcle 5-5566.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Management

ALETHEA J. MATTERN has been appointed manager of WMAJ State College, Pa. She has been with station since 1945, and was appointed acting commercial manager in 1947. She assumed position of commercial manager this past summer, and will continue to act in this capacity in addition to her new duties.

JOHN R. THORNTON has been promoted to assistant manager of WBMS Boston. He will continue as program director in addition to his new duties.

CLOUD WAMPLER, president of Carrier Corp., has been appointed to board of directors of Meredith Syracause Television Corp, licensee of WHEN (TV) Syracuse, N. Y.

FRANK A. HOILES has been appointed manager of WFAH (FM) Alliance, Ohio.

JAMES H. LAWSON Jr. has resigned as manager of KLIF Dallas, Tex. No future plans have been announced.

FRED WOOD has been appointed general manager of WWBZ Vineland, N. J. He was formerly with WIP and WFIL Philadelphia.

JOSEPH A. BERES has been appointed manager of WSRS Cleveland, Ohio. Mr. Beres has been in radio for past 18 years.

Mr. Beres

FORREST WALLACE, general manager of Worth Broadcasting Co., licensee of KWBC Forth Worth, Tex., is being transferred to Riverside, Calif., where he becomes general manager of KPRO, KPOR (FM) and KARO (TV).

DAN BELLUS has been appointed general manager of KNEX McPherson, Kan. He was formerly commercial manager of KXXX Colby, Kan.

MRS. K. HARYETT has been appointed manager of CKLN Nelson, B. C. She was with British Broadcasting Corp. during the war.

CHARLES LUCKMAN, president of Lever Bros., Cambridge, Mass., and formerly chairman of President Truman's Citizens Food Committee, received the decoration of Chevalier of the French Legion of Honor from Ambassador Henri Bonnet on Dec. 6, in Washington. Mr. Luckman has just returned from a tour of his European affiliate companies.

ROBERT G. IRWIN has been appointed manager of KCOG Centerville, Iowa. Mr. Irwin has been associated with WJBC Bloomington, Ill. and more recently with KROS Clinton, Iowa, in addition to other stations.

CRAIG RE-ELECTED

Heads Insurance Institute

EDWIN W. CRAIG, chairman of the board of WSM Nashville, and a radio pioneer, was re-elected chairman of the board of the Institute of Life Insurance at the 10th annual meeting of the latter organization at the Waldorf-Astoria Hotel in New York on Dec. 7.

Mr. Craig

The Institute is a public relations organization of 159 life insurance companies representing more than 90% of all U. S. life insurance firms.

Mr. Craig built WSM in 1925 and organized the Clear Channel Broadcasting Service in 1934. He has been its chairman since then. He has also been one of the leaders in life insurance. He is president of the National Life & Accident Insurance Co. of Nashville, WSM owner.

LANGHOFF

Named Y&R Research V.P.

DR. PETER LANGHOFF, director of research for Young & Rubicam, New York, since January 1947, has been appointed vice president in charge of research for the agency effective immediately. Prior to joining the agency Dr. Langhoff organized and directed several government research groups. He directed research at the Rural Electrification Administration into the use of electricity on farms.

Mr. Langhoff

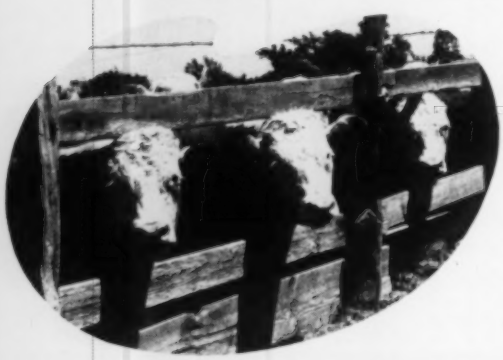
He has also served as a consultant with the Commission for the Organization of the Executive Branch of the Government and with the office of the Secretary of Defense.

Shmoo Business

MILTON BERLE, $5,000 in prizes and Al Capp were among the chief attractions Friday, Dec. 10, at the "Shmoos" party held in Hotel Astor, New York, by Radio Writers Guild. Giveaways at the party ranged from a real live baby sitter, to dresses with models inside; and from a part in one broadcast of a network show to a portable typewriter.

For an

EAGER MARKET



An eager market is snapping up prime steers from the feedlots of WIBW listeners. And if you don't think such sales aren't putting plenty of extra, spendable dollars into circulation in Kansas, just ask the price of a steak . . . anywhere.

USE WIBW

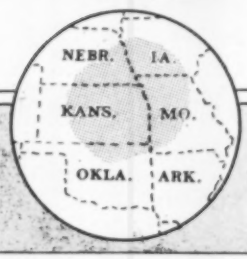
—to reach an eager market for *your* product . . . the farm and small town listeners in Kansas, Nebraska, Iowa, Missouri, and Oklahoma . . . where WIBW has been the dominating sales influence for a quarter of a century.

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, Inc. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

Television Station

WHEN

Syracuse, N. Y.

announces the

appointment of

THE KATZ AGENCY, INC.

as its exclusive

national representative

MEREDITH-SYRACUSE TELEVISION CORPORATION

W. C. EDDY
Consultant

PAUL ADANTI
Manager

Speed pays...whether it's

Movies

Newsreels and preview films get the "Air Express treatment" because the motion picture industry knows *speed pays.*

Aviation

To get replacement parts the *fastest way*, the aviation business uses Air Express as standard procedure. *Speed pays.*

Wholesaling

Many wholesalers standardize on Air Express shipment. They can offer wider variety, better service, keep inventories low. *Speed pays.*

Speed pays in your business, too!

And when you're talking speed, remember Air Express is the *fastest possible way* to ship or receive. Shipments go on all flights of Scheduled Airlines. That means round-the-clock service—no waiting around. Door-to-door service at no extra cost. Rates are *low.* 27 lbs. goes 900 miles for $7.46; 8 lbs. for only $2.57. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

AIR EXPRESS

GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE

SCHEDULED **AIRLINES** OF THE U. S.

Commercial

J. E. KAPAR, member of the WLS Chicago sales staff for 12 years, has been appointed sales service manager.

EDMUND KASSAR, former announcer and continuity writer, has joined sales staff of WHOW Clinton, Ill.

HILL CARRUTH has been appointed to sales staff of WBKB (TV) Chicago. Mr. Carruth was formerly an actor on station's *Teleflyers,* serial instruction show for children.

PHILIP FUHRMANN has been appointed account executive for WPTR Albany, N. Y. He was formerly sales manager at WABD (TV) New York.

CHRIS THOR has joined sales staff of CKGB Timmins, Ont.

Respects

(Continued from page 52)

on singing and strumming.

After finishing his wire, the stranger listened and requested more. Young Autry complied. Hearing him out, the stranger thought he had talent but needed more experience. He urged him to head for New York and a radio career.

When Gene Autry examined the message, after the man had gone, he saw that it was signed Will Rogers.

With such encouragement, he asked the railroad for a leave of absence and headed for New York, using his company pass for transportation.

New York showed little interest in him for several months. But when Art Satherly, then vice president of Columbia Records, heard him, he was pleased but advised that he needed more training. Specifically he was told to try for a connection with a station and that he would hear more from Mr. Satherly later.

So it was back to Oklahoma for Gene Autry and a daily 15-minute sustaining program on KVOO Tulsa as Oklahoma's *Singing Cowboy.* Within a year he had built quite an audience and in November 1930 was signed to a contract with Columbia Records. His first recording—"Silver-Haired Daddy of Mine"—was a genuine hit and since has sold a total of five million copies. All told he has made more than 250 recordings.

Early in 1931 Gene Autry was sent to Glenn Snyder at WLS Chicago for a four-week stint. That was according to Mr. Satherly's original plan. The four weeks stretched into four years as Gene Autry grew to be the top Western songster in the Middle West.

In 1934 Republic Studios beckoned. It seems that one of the men behind Columbia Records was also interested in Republic and to him Gene Autry seemed a likely bet for pictures. In his first vehicle, which starred Ken Maynard, Mr. Autry sang one song and the fan mail was so heavy that they decided to give him a chance on his own. He starred in "Tumbling Tumbleweeds," his first feature-length picture.

A total of eight Autry pictures were turned out in 1935. And at the close of those 12 months he was voted top box-office star of Western pictures, an honor he held for six successive years.

In 1940 and 1941, he broke all previous attendance records at Madison Square Garden in New York as star of the Gene Autry Flying A Ranch Rodeo. His growing popularity also meant a radio program for himself, sponsored by Wrigley.

When Uncle Sam went to war, Gene Autry was one of the first Hollywood names to enlist. In July 1942, he joined the Air Force and after earning his pilot's wings became a flight officer. While in the Air Transport Command, his chief duties called for the delivery of bombers to India.

Discharged in July 1945, he immediately left on a USO tour of the South Pacific hitting the Philippines, Okinawa and other island stations. Since reconverting to civilian life he has resumed all of his prewar activities plus adding investment responsibilities. And unlike most Hollywood folks, Gene Autry has no business manager—he looks after all of his interests personally.

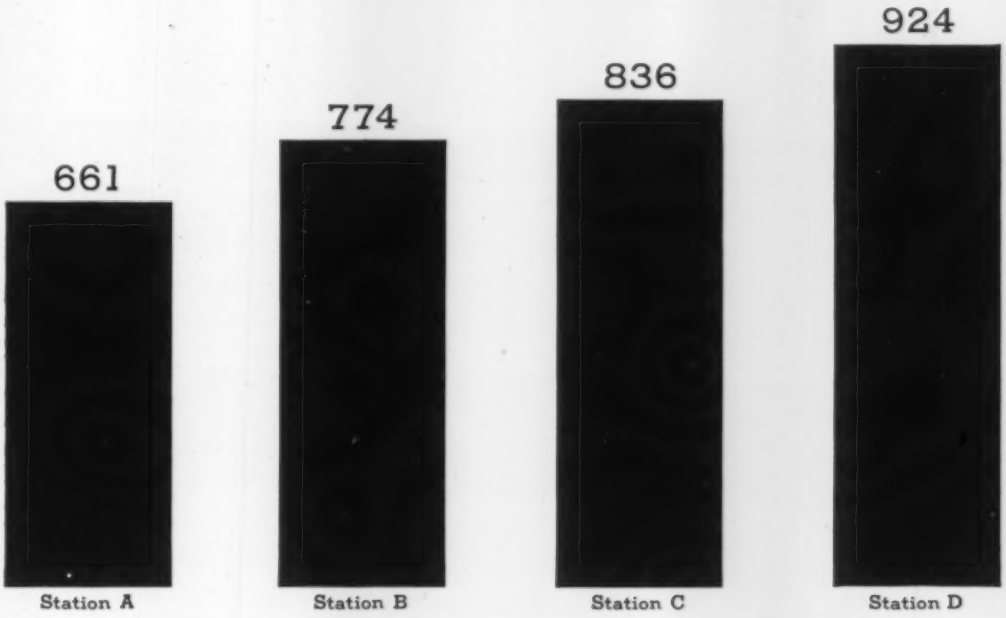
On April 1, 1932, he and Ina Mae Spivey of Duncan, Okla., were married. They live on a 290-acre site in the San Fernando Valley, known as "Melody Ranch." Flying is both a means of transportation and a hobby to Gene Autry. He owns his own twin engine Beechcraft. No johnny-come-lately at piloting, he has logged about 3,500 hours aloft.

CARRYING a lot of weight in Albany, N. Y., is WABY's daily *Ton Time* program, featuring (l to r) Harold Hennig, 270-pound announcer, who offers diet tips, Bill Harris, 307-pound pianist, and the baby grand piano weighing exactly 1,423—a total of one ton. Musical show, which plays host to listeners weighing over 200 pounds, appropriately enough draws heavy mail, the station reports.

You be the judge . . .

Have a look at these bars and decide which station you would rather choose for your Monday thru Friday, daytime radio advertising in Chicago.

The four Chicago network stations delivered **homes per dollar** for the average quarter hour of local shows between 7:00 AM and 6:00 PM like this:



As you may have guessed, the station at the right is WGN.

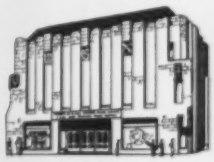
NOTE: Study based on Nielsen Total Audience, January-April, 1948 using published time rates only.

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

News

CHARLES COLLINGWOOD, CBS staff newsman and foreign correspondent, will become network's White House correspondent shortly after Presidential inaugural, which he will help to cover for CBS. Mr. Collingwood has been with CBS since 1941.

HARVEY HUSTEN, traffic manager and staff anouncer for Rural Radio (FM) Network, Ithaca, N. Y., has been appointed sports editor. He will conduct a daily sports broadcast from 6:15 to 6:25 p.m.

EDWARD TOMLINSON, inter-American advisor for NBC and commentator on Latin America, is on a two-month journey through Latin America. He will return to this country on Jan. 30.

RAYMOND J. KEISER, former Associated Press chief of bureau in Phoenix, Ariz., has been transferred to AP Detroit in same capacity.

JACK LEFLER, now of Phoenix staff, becomes acting chief of bureau there.

HUNTLEY QUITS

CBS Department Is Split

CHET HUNTLEY has resigned as head of the CBS department of news and public affairs in order to devote more time to his nightly *10 O'Clock Wire* show.

The department will be divided into a news bureau and department of public affairs. Jack Beck, who joined CBS in 1941 as a news writer and was appointed head of the news section last year, becomes director of the news bureau. Stuart Novins, CBS writer since 1946, will serve as director of public affairs for the network.

GOOD LISTENERS

4-H Club Youths Are Proven Sponsor-wise

BOYS AND GIRLS from rural areas not only know what programs they like but who sponsors them.

More than 500 members of the national 4-H Club, attending their annual congress in Chicago during the International Livestock Exposition a week ago, voted *Lux Radio Theatre*, the *Hit Parade* and the *Fred Waring Show* as their favorite all-around programs. Sponsors came in for top identification when youngsters made such responses as: Favorite dramatic show, "U. S. Steel's *Theatre Guild*," and best program, "*Arthur Godfrey's Talent Scouts* by Lipton's products."

The survey was conducted by Lyn Connelly, radio editor of National Weekly Newspaper Service, syndicated feature material serviced by Western Newspaper Union, to determine the listening habits and preferences of rural America.

The youngsters, with an average age of 18, named Bob Hope best comedian, followed by Red Skelton and Jack Benny. *Date With Judy* was their first choice as the best family show, topping *Blondie* and *Life of Riley*. Ranking dramas were *Lux Radio Theatre*, *Theatre Guild* and *Screen Guild*, with *Cavalcade of America*, *CBS Is There* and *Bib Story* also winning favorable acclaim.

Five percent of the youngsters polled expressed disapproval of all quiz shows. The remainder elected first place to *Take It or Leave It*, with *RFD America* and *Truth or Consequences* as second and third. *Strike It Rich* and *Dr. I. Q.* shared fourth position.

Most popular male and female singers, in ranking order, were Bing Crosby, Perry Como, Frank Sinatra, Dinah Shore, Jo Stafford and Peggy Lee. Survey figures also reveal that more boys than girls voted for Sinatra, and that Frankie Laine, usually classed as a top favorite with teen-agers, netted only six votes. Closest race was seen in the favorite band leader class, with Sammy Kaye getting 109 votes; Vaughn Monroe 106 and Tommy Dorsey 102. Harry James, fourth, received 82.

Preferences Given

Rating the best all-around show, 4-H youngsters voted Horace Heidt's talent program as a close fourth to Fred Waring. Other favorites were *Breakfast Club*, *Date With Judy*, *American Album of Familiar Music*, *Stop the Music*, *Fibber McGee and Molly*, *Truth or Consequences*, *Arthur Godfrey's Talent Scouts*, *Harvest of Stars*, *Twenty Questions*, *Life of Riley*, *Hour of Charm*, *Jack Benny Show* and *Take It or Leave It*. Others high on the roster were *Waltz Time*, *Town Meeting* and *We, the People*.

Dick Contino, 18-year-old accordionist who has won fame as an amateur on Mr. Heidt's talent program, was chosen the favorite newcomer. Abe Burrows and Robert Q. Lewis won second and third place. Others nominated were two other Heidt contestants, Johnny Mungall and Pierce Knox, and Bill Lawrence, who was discovered by Arthur Godfrey.

Enthusiastic about music and comedy shows, rural youngsters appeared to be indifferent to crime programs. Only two were mentioned, *Sam Spade* and *Mr. District Attorney*.

KFI-FM Los Angeles has increased operating schedule from six hours to 18 hours daily. Coincidently, FM station dropped present programming to duplicate schedule of KFI (AM).

The Patroon* of the week

CHARLES M. WILDS

Time Buyer, N. W. AYER & SON, INC.

A hot hand at tennis and cribbage, "Chuck" is equally skilled at buying time for Plymouth, Sealtest, Johnson & Johnson—and Television for United Airlines, Sheffield Farms, Supplee-Wills-Jones Milk and Regal Shoes. Today, the William G. Rambeau man presented Mr. Wilds with a certificate of membership in the Patroons and with the deed to a tract of land in the heart of Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

Only the WPTR-WBCA combination gives complete regional AM-FM coverage of the Albany-Troy-Schenectady area at rates comparable to local AM stations.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY, N. Y.

HAPPY SPONSORS

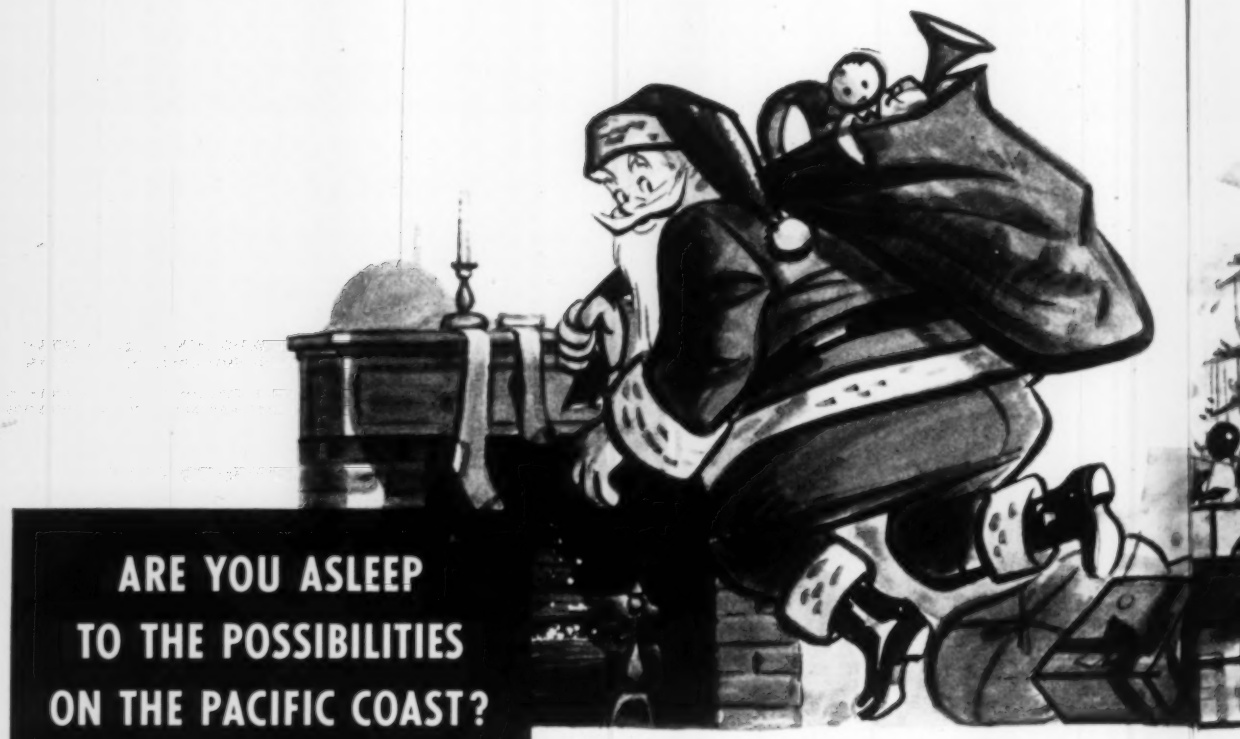
TO YOU...

Capitol

A DIVISION OF CAPITOL RECORDS

TRANSCRIPTIONS

LIBRARY PROGRAM SERVICE

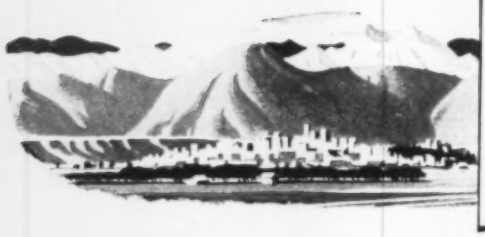


ARE YOU ASLEEP TO THE POSSIBILITIES ON THE PACIFIC COAST?

WAKE UP TO Don Lee on the Pacific Coast and you'll find out there is a Santa Claus. Only Don Lee delivers a double packful of listeners—both the "inside" and "outside" audiences, because only Don Lee has a station *within* every buying market on the Pacific Coast.

Mountains up to 15,000 feet high surround nearly every market on the Pacific Coast and make reliable long-range broadcasting impossible. It takes a lot of *local network stations* for all the people to hear your show, and only Don Lee has enough of them. In addition to having a station in every city where the other three Pacific

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	7	25
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**

Coast networks have one, Don Lee has 32 stations to cover the remaining 115 "outside" counties...*twice as many* stations as all other networks *combined.*

These 115 Don Lee-dominated counties are a fine present for any advertiser. They contain 4,427,600 people and 1,280,000 radio families, spend $4,013,687,000 a year in retail sales and enjoy a buying income of $5,575,847,000 annually.

Buy Don Lee in '49 and get coverage facilities of the "inside" market equal to those of any other network, plus 100% more coverage facilities for the "outside" market than all other Pacific Coast networks combined.

The Nation's Greatest Regional Network

OKAY—

but what's in it for me?

"So America's the richest country in the world. So what?

"So Americans *produce* more than any people on earth. Okay—but what's in it for me?"

At all times, in all ages, nations have had to answer that question—or go out of business.

The average man—the worker, the farmer, the small businessman—is human enough to ask: "What will it do for *me*—for me and my wife and my kids?"

Let's look at the record—

Here in America we have the best answer in the world to that question.

Machine Power: Since 1910 we have increased our supply of machine power 4½ *times*.

Production: Since 1910 we have more than *doubled* the output each of us produces for every hour we work.

Income: Since 1910 we have increased our annual income from less than $2400 per household to about $4000 (in dollars of the same purchasing power), yet

Work Hours: Since 1910 we have cut 18 hours from our average work week—equivalent to two present average workdays.

BUT THE BEST IS YET—You're right—things can be even better . . . and must be better. Right now, everyone admits prices are too high. We still have the threat of boom and bust. Our system has faults, yet it has brought more benefits to more people than any other system ever devised.

We can beat the boom-and-bust cycle. We can have even *better* food, *better* clothing, *better* wages, *better* homes, more leisure, more educational and medical facilities.

We can have all this IF we all continue to *work* together and *share* together . . . IF we continue to realize that each American's personal standard of living will rise in proportion to how much all Americans produce through better machines, better methods, better teamwork.

And that's about it. What's in it for you depends on what's in it for America.

Approved for the

PUBLIC POLICY COMMITTEE

of The Advertising Council

by:

EVANS CLARK, Executive Director, Twentieth Century Fund
BORIS SHISHKIN, Economist, American Federation of Labor
PAUL G. HOFFMAN, Formerly President, Studebaker Corp.

Published in the Public Interest by:

BENTON & BOWLES, Inc.

ADVERTISING

WANT TO HELP? MAIL THIS!

PUBLIC POLICY COMMITTEE
THE ADVERTISING COUNCIL, INC.
11 West 42nd St., New York 18, N. Y.

I want to help

I know that higher wages, lower prices, shorter hours and larger earnings can all result from producing more goods for every hour all of us work.

Therefore, I will ask myself how I can work more effectively every hour I am on the job, whether I am an employee, an employer, a professional man or a farmer.

I will encourage those things which help us produce more and add to everyone's prosperity—things like greater use of mechanical power, better machines, better distribution and better collective bargaining.

I will boost the good things in our set-up, and help to get rid of the bad.

I will try to learn all I can about why it is that Americans have more of the good things of life.

Please send me your free booklet, "The Miracle of America" which explains clearly and simply, how a still better living can be had for all, if we all work together.

Name_____

Address_____

_____

Occupation_____

FIRST RIDE in KSTP's new elevator at Radio City, Minneapolis, goes to N. J. Cavanagh, formerly with Roche, Williams & Cleary, Chicago, and Mrs. Cavanagh. Elevator "operator" is Stanley E. Hubbard (l), KSTP president and general manager, as Miller C. Robertson (r), general sales manager, gets a ride, too. Mr. Cavanagh, new account executive for Milwaukee Road, visited station's new Twin City home during recent Minneapolis trip.

KTTV(TV)

CBS 49% Interest Okayed

APPROVAL was granted by FCC last week to CBS' acquisition of 49% interest in television station KTTV Los Angeles for $367,500 cash. The Times-Mirror Co. retains controlling interest.

KTTV, assigned Channel 11 (198-204 mc) with effective radiated power of 19.15 kw aural and visual, is transferred from the publisher of the *Los Angeles Times* to KTTV Inc., new corporation. KTTV Inc. is owned 51% by the *Times* and 49% by CBS. The paper contributes total of $313,906.12 in equipment and other expenditures and $68,583.79 in cash.

CBS is licensee of WCBS-TV New York and has filed application for purchase of WRTB (TV) Waltham, Mass.—in Boston area—from Raytheon Mfg. Co. for about $250,000 [BROADCASTING, Nov. 15]. CBS owns 45% of WTOP Inc., newly approved licensee of WTOP Washington, which plans to apply for video in the Capital. Majority of WTOP is owned now by the *Washington Post*.

The network also has TV applications pending in Boston (which would be dropped if WRTB deal is approved), Chicago and San Francisco. CBS also has been negotiating with the St. Louis *Globe-Democrat* to acquire minority interest in its proposed television station.

Representatives of both the *Times* and CBS will serve on the board of KTTV Inc. Representing the newspaper will be President Norman Chandler, president; Treasurer H. W. Bowers, treasurer; Vice President Harrison Chandler and Assistant Secretary Omar F. Johnson. Representing CBS will be President Frank Stanton; Vice President Donald W. Thornburgh, executive vice president, and CBS Attorney Ned Marr, secretary.

NEW SERIES of hour-long dramatizations titled *Pepper Tree Theatre of the Air* has been started on KMGM (FM) Los Angeles.

TRANSFERS

Approved Sales Total Over $700,000

STATION SALES aggregating more than $700,000 were approved by FCC last week. Transfers include 13 AM and 2 FM outlets.

Disposition of the radio holdings of the estate of Burridge D. Butler, deceased, was granted by the Commission. This included consent to purchase for $100,000 by KOY Phoenix, Ariz., of its own stock which had been held by Mr. Butler and consent to KTUC Tucson to purchase for $24,000 the stock held by Mr. Butler. Approval also was given to transfer of half the stock in Prairie Farmer Pub. Co., sole owner of Agricultural Broadcasting Co., WLS Chicago licensee, from the estate to Ina H. Butler, wife of the late *Prairie Farmer* publisher.

KFRU Columbia, Mo., was granted sale by Star-Times Pub. Co. for $85,000 to Mahlon R. Aldridge Jr., KFRU manager, and H. J. Waters Jr., editor of the Columbia *Daily Tribune*. Star-Times Pub. Co. is licensee KXOK St. Louis (See story this page).

Frontier Broadcasting, licensee of KNOW Austin and WACO Waco, Tex., and headed by Gene L. Cagle, was given consent to purchase KRIO McAllen, Tex., from group of Rio Grande businessmen for $150,000. Other transfers approved included: KPAB and KAIR (FM) Laredo, Tex.; KCUL Fort Worth, Tex.; WCCM Lawrence, Mass.; KORC Mineral Wells, Tex.; KVLH Pauls Valley, Okla.; KSMA Santa Maria, Calif.; WGEM Quincy, Ill.; KCOM Sioux City, Iowa, and KPRA (FM) Portland, Ore.

Approves in Part

Meanwhile last week the Commission approved in part the joint petition of Mrs. W. J. Virgin, licensee of KMED Medford, Ore., and Gibson Broadcasting [BROADCASTING, Sept. 6]. FCC approved request to reinstate application of Gibson to buy KMED but denied that portion of the petition which asked approval of the sale.

Gibson would buy the station for $250,000 and make Mrs. Virgin a 33.5% owner. Firm is owned by Luther E. Gibson, licensee of KHUB Watsonville and KSLI (FM) Salinas, Calif. Effort of Gibson to purchase KMED earlier was delayed through filing of competitive bid by Medford Radio Corp. under AVCO rule. Medford Radio subsequently received approval of FCC by Mrs. Virgin declined to sell on grounds offer of that firm was not comparable in terms. KMED is assigned 5 kw day and 1 kw night on 1400 kc .

Details of the transactions approved by FCC follow:

WLS Chicago—Granted transfer of control of 1,750 shares common stock in Prairie Farmer Pub. Co., which holds all stock in Agricultural Broadcasting Co., WLS licensee, from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to his wife, Ina H. Butler. No consideration involved. WLS is assigned 50 kw on 890 kc.

KOY Phoenix, Ariz.—Granted transfer of control of 1,000 shares from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to Salt River Valley Broadcasting Co., licensee. Stock is purchased by licensee for $100,000. Ownership of station after transfer: Glenn Snyder, vice president 34.28%; George R. Cook, treasurer 34.28%; Albert D. Johnson, vice president 8.57%; John L. Hogg, president 8.57%; John R. Williams, secretary 8.57%, and Irving A. Jennings, director 5.73%. KOY is assigned 1 kw on 550 kc.

KTUC Tucson, Ariz.—Granted transfe of control of 160 shares in Tucson Broadcasting Co., licensee, from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to licensee firm. Consideration $24,000. Ownership after transfer: Glenn Snyder, vice president 39.29%; George R. Cook, treasurer 39.29%, and Lee Little, president 21.42%. KTUC is assigned 250 w on 1400 kc.

KPAB KAIR Laredo, Tex.—Granted transfer of control of Laredo Broadcasting Co., licensee AM station KPAB and permittee FM station KAIR, from Howard W. Davis and J. K. Beretta to Mark Perkins. 100% interest is sold for $80,000. Mr. Perkins formerly was with KENT Shreveport, La. KPAB is assigned 250 w on 1490 kc.

KRIO McAllen, Tex.—Granted assignment of license from Valley Broadcasting Assn. Inc. to Frontier Broadcasting Co. Inc. for $150,000. Valley, headed by Judge Bryce Ferguson of Pharr, Tex., is owned by 32 Rio Grande businessmen. Frontier is headed by Gene L. Cagle and is licensee of KNOW Austin and WACO Waco, Tex. KRIO is assigned 1 kw on 910 kc.

WCCM Lawrence, Mass.—Transfer of control of Lawrence Broadcasting Co., licensee, from Gordon S. Ley and Harold A. Ley to Gordon S. Ley and George H. Jaspert as 50% owner each. Mr. Jaspert, president and 38% owner, acquires 2% from Gordon Ley and all 10% held by Harold A. Ley. Transaction is family affair. Gordon Ley and Mr. Jaspert each contribute $5,000 to firm. Harold Ley, uncle of Gordon, relinquishes his stock without consideration and receives new note covering $15,000 loan he previously made to station. Leo Ley, father of Gordon and who financed initial construction of station, contributes $5,000 and cancels $26,000 of $41,000 not he holds against station. He takes 6% note to cover remaining $15,000. WCCM is assigned 1 kw daytime on 800 kc.

KCUL Fort Worth, Tex.—Granted transfer of control of East-West Broadcasting Co., licensee, from J. C. Griffith and seven others to W. Bruce Chambers Jr., Nestor Cuesta and John Andrews. Capital stock is increased from $3,000 to $100,000 with new individuals holding $75,000. James H. Lawson Jr. leaves firm. Mr. Chambers, program director of KWBU Corpus Christi, Tex., will hold 41.1%, Mr. Cuesta, KWBU chief engineer, will hold 10% and Mr. Andrews, owner of his own radio tower construction business, will hold 23.6%. KCUL is assigned 5 kw day, 1 kw night on 1540 kc.

KORC Mineral Wells, Tex.—Granted assignment of license from Raymond W. River, two-thirds owner, and Herman S. Boles, one-third owner to Mr. River individually. Mr. Boles had no monetary investment. KORC is assigned 250 w day on 1140 kc.

KVLH Pauls Valley, Okla.—Granted assignment of license from James T. Jackson, individually trading as Pauls Valley Broadcasting Co., to KVLH Broadcasting Co. Latter is newly formed partnership of Mr. Jackson as 51% owner and four others who pay $36,750 for 49% interest. New partners are: Galen O. Gilbert, KVLH general manager, 25%; Phil Crenshaw, station program director, 8%; Harley E. Walker, station chief engineer, 8%, and George A. Rountree, engineer, 8%. Mr. Gilbert pays $18,750 for his 25% interest while others pay $6,000 each for 8% interests. KVLH is assigned 250 w daytime on 1470 kc.

KSMA Santa Maria, Calif.—Granted assignment of license from Santa Maria Broadcasting Co., headed by R. H. Hardenbergh, to John H. Poole for $20,750. Mr. Poole formerly was AM applicant at Santa Ana, Calif., and presently manages his own business investments. KSMA is assigned 250 w on 1450 kc.

KFRU Columbia, Mo.—Granted consent to transfer of all outstanding stock in KFRU Inc., licensee, from Star-Times Pub. Co. to H. J. Waters Jr. and Mahlon R. Aldridge Jr. for $85,000. Mr. Waters, editor and part owner Columbia Daily Tribune, acquires 54.9% interest while Mr. Aldridge, KFRU manager, acquires 45%. Star Times Pub. Co. is licensee KXOK St. Louis. KFRU is assigned 250 w on 1400 kc.

WGEM Quincy, Ill.—Granted transfer of control of Quincy Broadcasting Co., licensee, to Quincy Newspapers Inc. and Illmo Broadcasting Corp. for $70,000, provided Illmo Broadcasting disposes of its AM outlet in that city, WFAR (1230 kc, 250 w). Transaction constitutes financial reorganization of firm with WGEM to be combined in operation with Quincy Newspapers' Class B FM outlet, WQDI. Quincy Newspapers and Illmo Broadcasting each acquire one-third interest. Illmo Broadcasting is owned chiefly by Parker S. Gates, head of Gates Radio Co. WGEM sells 333 shares (33⅓%) unissued stock and 333⅓ shares treasury stock acquired from four stockholders who relinquish stock without consideration. WGEM receives full $70,000 paid for the 666⅔ shares sold. Stock is relinquished by following: Donald F. Fischer, 85 shares; Richard E. Fischer, 58⅓ shares; Lawrence J. Fischer, 85 shares; John H. Arntson, 85 shares. Purchasers also agree to advance $25,000 to station to continue operation. WGEM is assigned 1 kw on 1440 kc.

KCOM Sioux City, Iowa—Granted transfer of control of KCOM Broadcasting Co. (formerly Commercial Assoc. Inc.), licensee, from present stockholders to Dietrich Dirks for $65,000. Mr. Dirks buys 608 shares new stock and 42 of 92 shares held by C. M. Corbett. He thus acquires 650 of total 975 shares. Mr. Corbett receives $4,200 for his stock. Mr. Dirks is required to dispose of his 50% interest in KTRI Sioux City. KCOM is assigned 1 kw on 620 kc.

KPRA Portland, Ore.—Granted assignment of permit for FM station from John C. Egan and Wilbur J. Jarman to KWJJ Broadcast Co., licensee of KWJJ Portland, in which Mr. Egan is 42.5% owner and Mr. Jarman 50% owner. No money involved.

KFRU SALE

Missouri Deal Sanctioned

WITH FCC approval to sale of KFRU Columbia, Mo., the Star-Times Pub. Co. can now "concentrate its efforts on its AM-FM and facsimile radio stations and work toward early realization of its television plans," Elzey Roberts, publisher of the St. Louis *Star-Times*, stated last week. The *Star-Times* owns KXOK-AM-FM St. Louis and is TV applicant there.

KFRU is purchased for $85,000 by Mahlon R. Aldridge Jr., station manager, and H. J. Waters Jr., editor and part owner of the Columbia *Daily Tribune* (see story this page).

"It is with real regret that the St. Louis *Star-Times* turns over to other hands the operating" of KFRU, Mr. Roberts said. He continued, "For 12 long years we have tried our best to build this station into a community asset. Its steady growth through these years would indicate that we succeeded."

"We hope and believe that under the guidance of Jack Waters, publisher of the Columbia *Tribune*, that KFRU will steadily continue to grow," he said. Mr. Roberts recalled that KFRU was a parttime station when purchased by the *Star-Times*. He said, "We provided it with new studios and new equipment and the FCC granted it full-time status. In 1940 KFRU joined the Blue Network," now ABC, "thus bringing to the Columbia area network programs for the first time."

FCC Probe

(Continued from page 23)

versial Blue Book, licensing practice and other committee matters.

Congressman Harness told BROADCASTING the report to the 81st Congress will be filed with the Clerk of the House "late this month." The report, observers believe, will urge continuation of the committee in the reshuffled Congress.

A final committee meeting will be called late this month, Congressman Harness said, to present the report to members for their consideration.

Perpetuation of the select committee in the new Congress seemed unlikely. Several Democratic members whose objections last year to creation of a special committee were drowned out in the Republican House will have powerful voices in what legislation is passed during the 81st Congress.

Both Rep. Adolph J. Sabath (D-Ill.), who is expected to take the gavel in the powerful House Rules Committee, and Rep. Sam Rayburn (D-Tex.), slated to be Speaker of the House, were objectors. Rep. Priest, likely successor to Congressman Harness should the committee be continued, has also expressed his disapproval of such action [BROADCASTING, Nov. 22].

Even though the select committee's lease on life may not be renewed, the FCC has no guarantee that everything subsequently will be all milk and honey.

Some of the legislators who will occupy key spots in the Congress have not always found the Commission's performance laudatory. Among these are Rep. John W. McCormack (D-Mass.), likely candidate for House Majority Leader, Rep. Rayburn, and Rep. E. E. Cox (Ga.), No. 2 Democrat on the House Rules Committee, who led an earlier investigation into FCC operations.

Rep. Priest signed the committee's scathing report on the Port Huron decision, dealing with political broadcasts and the Scott case on the right of atheists to equal radio time. However, he felt the report was too critical of the Commission.

Further Examination

It is the opinion of the Southern Congressman that further examination of such controversial Commission decisions is still needed. He favors investigation of these by a sub-committee of the House Interstate and Foreign Commerce Committee. The chairmanship of this committee probably will fall to Rep. Robert Crosser (D-Ohio), whose interest has revolved chiefly about railroad legislation.

WLPO SALE

La Salle Paper Files Bid

SALE of WLPO La Salle, Ill., for $100,750 to Peter and Ruth Elizabeth Miller, owners of the La Salle *Daily News-Tribune* was reported last week in application filed for FCC approval. Application also was tendered for acquisition of control of WIBC-AM-FM Indianapolis by Adelaide F. Causey through retirement of stock by the Indianapolis News Pub. Co., parent firm.

WTVN (TV) Columbus, Ohio, seeks Commission consent to transfer of control of its permittee corporation, Picture Waves Inc., to Edward and Prudence H. Lamb. Couple take over stock subscriptions of other individuals to become nearly sole owners. Application indicates no money is involved.

In the WLPO transaction, F. F. McNaughton and Louis F. Leurig, partners doing business as La Salle County Broadcasting Co., assign station license to La Salle County Broadcasting Corp., owned by Millers. Sale is necessitated by health of Mr. Leurig, who must move to another climate, application said. Ruth Miller is president and 88% owner of the new firm while Mr. Miller is secretary-treasurer and 12% owner. Mrs. Miller is director and 5.125% owner of The Tribune Co., publisher of the Chicago *Tribune* and operator of WGN, WGNB (FM) and WGN-TV Chicago. She also is president and 87.20% owner of the La Salle Daily News-Tribune of which Mr. Miller is publisher and 12.80% owner. WLPO is assigned 250 w day on 1220 kc.

The WIBC application covers transaction which was completed in June. Indianapolis News Pub. Co., sole owner of Indiana Broadcasting Corp., WIBC licensee, purchased and retired at $1,800 per share the holdings of its following stockholders: Robertine B. Daniel, 602½ shares; Michael B. Fairbanks, 60¾ shares; Richard M. Fairbanks, ¾ share. The 1,455 share holding of Adelaide F. Causey, including 775 shares in trust of her deceased brother, Robert Fairbanks, is thereby increased to 50.4% of outstanding stock.

In the WTVN case, the minority stockholders assigned their subscriptions to the Lambs because of desire to devote their attentions to other business interests. The Lambs, who head WTOD Toledo, Ohio, and WICU (TV) Erie, Pa., take over subscriptions of following: Elmer E. Schatz, 60 shares; Louis W. Adams, 16 shares; Dale D. Rapp, 15 shares; Edwin Q. Brandt, 10 shares; Charles J. Martin, 2 shares; Mark Flannagan, 10 shares; Richard B. McCann, 7 of 12 shares.

VALLEE-VIDEO has moved to building leased at 6611 Santa Monica Blvd., Los Angeles. Building will be converted into sound studio for production of television film shorts.

WIND	WMAQ	WGN	WBBM	WAIT	WLS WENR	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390

5000 WATTS **WAIT** 360 No. Mich. Ave. Chicago 1, ILL.

REPRESENTED BY RADIO REPRESENTATIVES, INC.

WOWO CONTRACT RENEWED

Standard Oil of Indiana renews its highly popular 3-a-week 7 AM news for a full year.

WOWO CONTRACT RENEWED

Perfection Biscuit Company, a WOWO advertiser for *20* years, now sponsors 2 shows on this station: "One Moment Please," locally produced, and syndicated spots for "Miss Sunbeam" Bread.

WOWO CONTRACT RENEWED

Cities Service sponsors college football broadcasts second season.

RENEWED!

WOWO CONTRACT RENEWED

Kroger renews *16th* time. Current 52-week contract includes 3 quarter-hours a day, 5 days a week.

WOWO CONTRACT RENEWED

Centlivre Brewing Company has increased its air-time on WOWO from a half-hour a week to 13 quarter-hours!

WHAT BRINGS RENEWALS? *Results!*

For results on WOWO, check first with NBC Spot Sales

WOWO

FORT WAYNE
ABC Affiliate

WESTINGHOUSE RADIO STATIONS Inc.

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

The Swing is to WHB in Kansas City

IT'S A GIFT!

Sure there's a Santa Claus, and don't let anybody talk you out of it!

As a buyer of radio time, how'd you like to wake up to find thorough, wide coverage, ace showmanship, comprehensive merchandising and promotion — all in one stocking?

Try this on your Christmas tree: WHB is a 10,000-watt station spang in the heart of the golden Kansas City Marketland, dominating a listening area of 120 counties in 5 states. The enviable WHB reputation for sales results is founded on fact.

Santa Claus? Why, considering what you get, WHB is practically giving time away!

P.S.—For a Happy New Year, see your John Blair man!

10,000 WATTS IN KANSAS CITY

WHB AM FM

DON DAVIS PRESIDENT

JOHN T. SCHILLING GENERAL MANAGER

Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

NEW IDEAS

Prizes Awarded Stations

FIVE PRIZES and 16 honorable mentions went to U. S. and Canadian stations last week from the National Research Bureau Inc. in the first of its three contests for new ideas for radio.

The 22 winners were selected from entries on special promotions, program ideas and case histories submitted by stations of 50 kw or less during September and October. Results of the two remaining competitions, November-December and January-February, will be announced later.

Harriette I. Dunbar, WDOS Oneonta, N. Y., won the first prize of $50 for *Reflections From Glimmerglass.* Others included, second, Conrey Bryson, KTSM El Paso, $40 for *Tales From Tin Pan Alley;* third, Virginia Ryder, WCED DuBois, Pa., $30 for *A Salute to a Civic Organization;* fourth, Dorothy T. Briggs, WENT Gloversville, N. Y., $20 for *Looking at Books With Briggs,* and, fifth, KXLQ Bozeman, Mont., $10 for *Breck's Wrecks.* Ten-dollar honorable mentions went to W. G. Small, WHAV Haverhill, Mass, *A House in the Country* and *Party Line;* Roy E. Morgan, WILK Wilkes-Barre, *Open House at 1450* and *Dollars for Dialers,* and R. J. Buss, CHAT Medicine Hat, Alberta, Canada, *Who Am I?* and *Rae's Handy Hints.*

Five-dollar honorable mention awards: Harry Hatzenbuehler, WKBB Dubuque; Miss Briggs; McKinney Air Enterprises, KMAE McKinney, Texas; Jack P. Dubberley, KTAE Taylor, Texas; Joe W. Watson Jr., KVOU Uvalde, Texas; Jeff Hester, WSLI Jackson, Miss; John Bainbridge, KFMB San Diego; Miss Toni Lee, WKPA New Kensington, Pa.; WRVO Roanoke, Va.; C. H. Simpson, WHUN Huntingdon, Pa.; John C. Hanner and J. G. Simmons, WCPS Tarboro, N. C.; Ralph Novek, Associated Broadcasting Co., Montreal, Quebec; Sam Livingston, WKYB Paducah, Ky., and William E. Hale, WCDT Winchester, Tenn.

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

Healthy Competition

A COMPETITOR came to the aid of WIKY-FM Evansville, Ind., when the station's transmitter failed Dec. 4, several hours before a scheduled broadcast of a college football game. WGBF, NBC outlet in Evansville, offered the use of its FM operation, WMLL, to WIKY-FM. WGBF refused a fee for the use of the WMLL facilities even though WIKY-FM placed two hours and fifteen minutes of commercial time. WGBF's only requirement was that proper acknowledgement of the station's use be given by WIKY-FM.

RMA-IRE MEET

Philadelphia in April

THE FOURTH annual spring meeting sponsored jointly by the Radio Mfrs. Assn. and the Institute of Radio Engineers will be held April 25, 26 and 27, 1949 at Philadelphia's Benjamin Franklin Hotel.

Announcing the conclave, Virgil M. Graham, chairman of the spring meeting committee and director of technical relations for Sylvania Electric Products, New York, said that the tentative program will include the delivery of technical papers by outstanding radio transmitter authorities and visits to the Philadelphia Navy Yard, Philco Television station WPTV and the RCA plant at Camden, N. J.

The annual banquet will be held Tuesday evening, April 26.

The meeting is of interest to transmitter and transmitter tube engineers engaged in television, FM, navigational aids and aircraft and broadcast radio.

New TV Distributor

FORMATION of Official Television Inc., a subsidiary of Official Films Inc., was announced Tuesday by Aaron Katz, president of the parent firm. The new company will create and distribute live and film shows. Associated with the organization are: Mary D. Chase, television and radio producer; Irving Leos of the board of National Television Film Council, and Calvin Fox. Headquarters of Official Television will be at 25 West 45th St., New York.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

MULTIPLY BY 100,000

House organ plays merry sales tune—"LET'S LISTEN" merchandised to please 100,000 studio visitors every year!

News about name stars, network shows, local shows, glamour, "cheesecake"—and a program highlight guide—all wrapped up in a shrewdly merchandised package—that's WFBR's house organ—"Let's Listen"—designed to help sell your product in the rich Baltimore market.

Those 100,000 studio visitors that jam-pack WFBR's studios yearly represent a loyalty "plus" factor that no other Baltimore station can offer!

Now—more than ever—when WFBR is Baltimore's first station in the morning, afternoon, and total rated periods*—your Baltimore time-buying **must** include . . .

** Latest Hooper Ratings.*

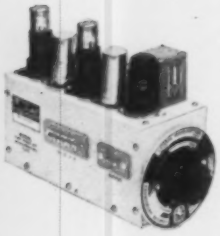
WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

NEW LOW PRICES

TRANSCRIPTION TURNTABLE. By unbiased tests—delivers the highest signal-to-noise, lowest rumble and flutter content, and also offers a *synchronous direct gear drive!* Unexcelled for dubbing from disk to disk or film; where seconds count for FM and AM recorded broadcasts; or for laboratory uses where extraneous noise and distortion cannot be tolerated. The Fairchild positive direct-from-the-center turntable drive provides quick start, high torque, instant speed change to 78 or 33.3 rpm. NEWS! Fairchild Transcription Turntables are available for immediate delivery—**at the new low price of $485.**



UNIVERSAL 6-POSITION EQUALIZER makes it unnecessary to use a separate equalizer for each pickup. You can now experiment with various pickup cartridges while using this one equalizer. Both lateral and vertical transcription arms can be connected and selected without switching—by simply using the proper setting of the 6-position control knob. The Fairchild Preamplifier-Equalizer mounts in place of your present equalizer; prevents obsolescence; saves the cost of additional equalizers; frees one preamplifier; provides for cuing and monitoring; eliminates low level hum problems; and is an investment in economy. Write for complete details.

MICRO-GROOVE **FOR RECORDING STUDIOS**

STUDIO RECORDER is receiving high praise from recording engineers since they discovered its excellent Micro-Groove recording performance. Its pitch being continuously variable from 80 to over 500 lines-per-inch, it not only records readily at Micro-Groove pitch but provides for momentary decrease of pitch for indicating the end of one selection and the start of another.

Radio stations, using the new Fairchild Transcription Arm for Micro-Groove reproduction, are experiencing the full advantages of the improved quality, especially at inner disk diameters, as well as the long playing time of these new LP records. Write for complete details.

IT'S A FACT: Fairchild Recording Equipment Corporation has been newly formed to specialize—*as its name implies*—in sound recording equipment. All Fairchild Camera and Instrument Corporation sound equipment—*including Portable Disk Recorders and Unitized Amplifier Systems*—are available for immediate delivery at new low prices. Write for complete details: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild RECORDING EQUIPMENT CORPORATION

LION VIDEO

To Do Large-Scale Work

FORMATION of Lion Television Pictures Corp., New York, to engage in large-scale video production and distribution, was announced last week. Earle W. Hammons, founder and former president of Educational Pictures Inc., was elected to the presidency of the new firm.

Composed of a group of motion picture and show business veterans, Lion Television elected to office the following directorate to serve with Mr. Hammons: Jules Levy, United Artists producer and a former RKO vice president; Neil F. Agnew, former president of Selznick Releasing organization and currently president of Motion Picture Sales Corp.; Charles L. Casanave, vice president of Motion Picture Sales and a former vice president of National Screen Service; R. M. Savini, founder and president of Astor Pictures Corp.; Paul White, former European general manager for Selznick Releasing and currently president of Paul White Productions; Newman Lawler of O'Brien, Driscoll Raftery & Lawler, New York attorneys.

Mr. Levey will serve as executive vice president in charge of production for the new organization; Mr. Casanave will be vice president and treasurer; Mr. Lawler will be secretary and legal advisor; Messrs. Agnew, Savini and White have been elected vice presidents, with Mr. Savini filling the assistant treasurer's post and Mr. White serving as assistant to the president as well.

The company has already acquired a large variety of film productions, it was revealed, which will be made immediately available to telecasters in addition to live-show programming and spot announcement material.

Physical distribution of Lion Productions will be handled by a network of coast-to-coast film exchanges, already in existence and a product of months of organization of producers, distributors and financiers.

Production in New York studios has been in operation for some time, and additional studio facilities are being negotiated for in New York and Hollywood. Other announcements from the new firm, whose temporary address is RKO Bldg., New York City, will be forthcoming shortly, and will embrace such details as titles of present productions and programs, talent already signed by LTPC and plans to produce in London, Rome and Paris.

New WFIL-TV Towers

WFIL-TV, *Philadelphia Inquirer* station, will construct new transmission towers in the Roxborough section in the city's outskirts, not far from the Philco WPTZ installations.

SILVER HORSESHOE was presented to Arthur C. Page (l), by members of NARFD in recognition of his 14 years as farm program director of WLS Chicago. Presentation was made at annual banquet of association in Chicago's Stevens Hotel [BROADCASTING, **Dec. 6**]. **Charles Worcester of WMT Cedar Rapids, retiring president of NARFD, did the honors.**

DP DOCUMENTARY

Video Film Offered Free

A DOCUMENTARY video film tentatively titled *The Arrival of Delayed Pilgrims*, is being prepared by Ted Hudes for the Citizens Committee on Displaced Persons. Narration for the 15-minute 16mm film is written by Ben Hagan.

The film, which traces the story of Europe's displaced persons through their enslavement under the Nazis to their resettlement in this country, is available to television stations free of charge by writing to Ted Hudes, 39 East 30 St., New York.

Bulwinkle Improved

REP. ALFRED L. BULWINKLE (D-N.C.), second-ranking Democratic member of the House Interstate and Foreign Commerce Committee, last week was reported in an improved condition at U. S. Naval Hospital in Bethesda, Md. His condition was reported as "serious" a fortnight ago at the hospital, where he is under treatment for Myeloma, a back ailment.

MUTUAL'S MOST POWERFUL VOICE IN GEORGIA

5000 WATTS DAY AND NIGHT

WRGA

WRGA-FM

HAPPY QUARLES GENERAL MANAGER

MUTUAL BROADCASTING SYSTEM

REPRESENTED BY

ROME, GEORGIA

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
December, 1948

Mr. William Decker
McCann-Erickson
50 Rockefeller Plaza
New York 20, N. Y.

Dear Bill,

A recent addition to the staff -- chap named O'Brian -- ran across the phrase "WGY-Land" in an old ad not long ago and promptly opened a new box of needles. "Just where is this 'WGY-Land' ", says O'Brian laughingly, "and by what right do you claim it?"

You know the answer to that first question, Bill, because you have been recommending WGY to McCann-Erickson clients for years. For the record, the station gives primary service radiating from Schenectady over 64 counties. During the daytime it covers 465,140 families, and 505,020 families at night. That's our BMB story.

And you know two reasons justifying our claims to this territory. First, we always have and still continue to lay down the finest program service we can provide -- NBC's and ours. That explains the loyalty of our listeners. Second, that old WGY signal is backed by 50,000 watts.

But we have a third claim on "WGY-Land" -- a claim based on simple economics. Just get out your SRDS and a pencil. Put together any combination of stations that will completely cover the WGY territory and total the costs. You'll find that WGY alone does the total job at about half the expense of any combination you select.

So we claim "WGY-Land" for, among others, WGY advertisers. They are buying an interest in an interested audience at the lowest possible cost. But don't let me get commercial. Jim McConnell and NBC Spot Sales take the orders.

Sincerely,

G. Emerson Markham

G. Emerson Markham:acs

STATIONS MANAGER

'Howdy'

(Continued from page 25)

Smith's beautiful fright is due for even more expansion. Other stores in the New York area have requested and received stocks of the Howdy Doody doll.

Howdy Doody will be distributed also to outlets in Philadelphia, Washington and Baltimore, all cities where the program is heard. Howdy Doody sweaters, cowboy suits, belts, suspenders and girl's handbags are soon to be introduced.

Negotiations are also underway for a Howdy Doody comic strip, and two major recording companies are bidding for a Howdy Doody album.

All Howdy Doody merchandising projects are controlled by the Martin Stone Production firm. Mr. Stone is the exclusive licensing agent.

In definitive token of his popularity Howdy Doody rode high in the Macy Christmas parade, upstaging Santa Claus whom he later introduced officially to the millions of watchers.

U. S. ARMY, Navy and Air Force personnel in England and Germany are being shown the recent Army-Navy football game as photographed by NBC newsreel camera. Films were shipped to NBC commentators Merrill Mueller in London and Ed Haaker in Berlin, who distributed them to the Armed Forces in their respective countries. Similar plans may be made for servicemen in the Pacific area.

HENNOCK TEA

To Honor FCC Wives, Industry Women

A RECEPTION and tea honoring the wives of her fellow FCC members, the first of its kind, will be given Wednesday evening, 5-7, by Frieda B. Hennock, the first woman Commissioner.

About 400 women have been invited, including all women employes who have been with FCC 10 years or longer; the wives of the Commission's top staff executives, and the wives of Cabinet members, and Supreme Court Justices, of members of various administrative agencies and federal departments, and of members of Congress from Indiana, FCC Chairman Wayne Coy's home state. In addition, invitations have been sent to women active in various fields related to FCC.

Miss Hennock explained that her purpose is to provide an informal occasion to meet the other women who work with FCC and to honor her colleagues' wives: Mrs. Coy, Mrs. Paul A. Walker, Mrs. Rosel H. Hyde, Mrs. E. M. Webster, Mrs. Robert F. Jones and Mrs. George E. Sterling. The Commissioners and a few other male guests also will attend.

Paul A. Porter, former FCC Chairman, will be m.c. for a special program to be presented by the Chesapeake & Potomac Telephone Co. Choir and other musicians and entertainers. The reception will be held in the Raleigh Room of the Raleigh Hotel in Washington.

HELPING celebrate the second anniversary party (Dec. 27) for tele-puppet Howdy Doody on NBC-TV are (l to r) the doll replica of Howdy Doody, Bob Smith, creator and puppet master, and Mr. Doody, himself.

Upcoming

Jan. 3: FCC Hearing on Station Representation resumes, FCC Hdqrs., Washington.

Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.

Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.

Jan. 24: Wander Co. Hearing before FTC continued, Washington.

Jan. 25: Academy of Television and Sciences annual award banquet and seminar, Athletic Club, Hollywood.

Feb. 8: Hearing on Motions of American Tobacco Co., Washington.

Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

April 25-27: RMA-IRE annual spring meeting, Benjamin Franklin Hotel, Philadelphia.

Drawing Card

(Continued from page 26)

ule, the FM station could not sell its services to taverns, restaurants, and hotels, "which is as it should be."

For doctors' and dentists' waiting rooms, small stores etc., Mr. Lindgren has developed a very small table model FM set with "a higher fidelity than can be found in most console FM sets."

In Mr. Lindgren's opinion, renta! of sound equipment, as practiced by the wired music services, is economically unsound from the subscriber's viewpoint because, after a year, he has paid for the cost of the equipment but does not own it.

"The equipment should be sold outright, which precludes a large capital investment on your part," he told the FMers. "However, since the main goal of this business is to build up a monthly revenue, no attempt should be made to profit by such a sale since this might bring the initial cost up so high that it becomes a sales resistance factor."

BAPTIST FM

Plan Low-Powered Statio

PLANS for establishment of lo powered FM stations by 170 Texa Baptist churches which want t operate them in the band reserve for noncommercial educational in stitutions were disclosed last week

Dr. R. Alton Reed, director o radio activities for the Baptis General Convention of Texas, sai the churches want to operate th stations in the 88-92 mc educa tional band with about 10 w power and estimated they would cost no more than $2,500 each and would cover a radius of three to five miles each. They would be used for reli gious broadcasts.

An application for one such sta tion was reported by FCC last Thursday. It was filed by North Fort Worth Baptist Church, For Worth, for 88.1 mc with 10 w.

The Baptist Convention also i promoting a network of eight regu lar FM stations of which Mar Hardin-Baylor College's KMA (FM) already is on the air [BROADCASTING, July 19]. Dr. Reed sai FCC would be asked to approv transfer of the grant for KBU (FM) Dallas, another member o the network, from Buckner Or phans Home to the Baptist Con vention.

RATINGS PANEL

Hooper, Nielsen to Speak

FIRST-HAND explanations of th Hooper and Nielsen ratings will b given in Chicago Wednesday when C. E. Hooper and A. C. Nielse appear at an open symposium un der auspices of the Midwest Region Radio Writers Guild.

Mr. Hooper and Mr. Nielsen wil be introduced with James Cornell radio research director at Foote Cone & Belding, Chicago, who wil serve as moderator. Shelby Gor don, RWG Midwest vice president has asked writing, production an advertising personnel to attend th meetings, which will begin at 8:3 p. m. (CST) in CBS studio 10 at th Wrigley Bldg.

KROD

CBS

IN

El Paso

Texas

NOW

5000 WATTS

AT 600 KC

WESTERN LINK LONE STAR CHAIN

KEY STATION SOUTHWEST NETWORK

NO INCREASE IN RATES

Long the Southwest's BEST BUY — Now even BETTER

NATIONALLY REPRESENTED BY TAYLOR-BORROFF & CO., INC.

CONSTANT SERVICE OF HIGHEST TYPE WILL NET SPONSORS INCREASED SALES IN

HALIFAX NOVA SCOTIA

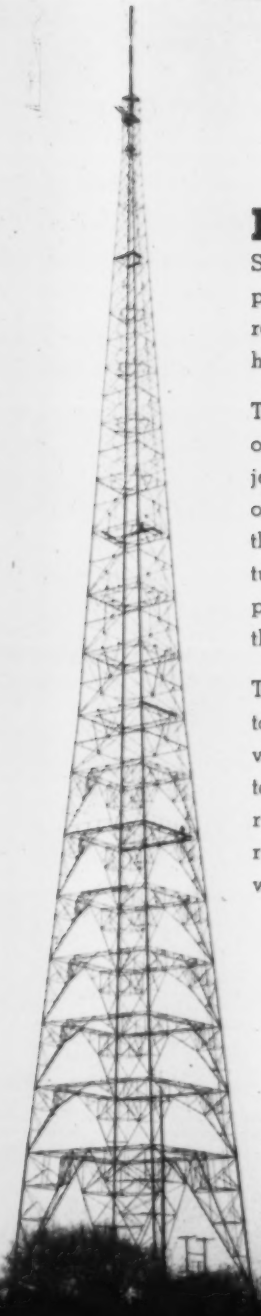
JOS. WEED & CO.

350 Madison Ave., New York,

(Rep.)

5000 WATTS—NOW!

Towering Above Pittsburgh's Civic Center



For KDKA — "America's Pioneer Station" — Blaw-Knox — America's pioneer builder of radio towers recently furnished this 500 ft. H-40 heavy duty tower.

The location of the tower on a rise overlooking Pitt Stadium and adjacent to buildings of the University of Pittsburgh made it imperative that station engineers select a structure of sufficient built-in strength to provide a high factor of safety in this congested area.

The Blaw-Knox heavy duty H-40 tower, supporting an FM and television antenna is not only adequate to meet these provisions but is also rugged enough to take care of any reasonable changes in equipment which might arise in the future.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2017 Farmers Bank Building
Pittsburgh 22, Pa.

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OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX *Antenna* **TOWERS**

IN THE Unique SPOKANE MARKET

Seven Points of Superiority Among Cities of 100,000 And Over Makes This One of America's Outstanding Markets.

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KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

• Any Petry Man Has the Facts

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

TBA Election

(Continued from page 34)

association would in no way be impaired by cooperation between both groups, that all officers and directors on either group would continue in their own associations as at present and that if the cooperation project was eventually found to be ineffective, that either association could withdraw upon notice of its intentions.

"The plan envisaged that both associations would have a common treasury and that dues and disbursements could be made from the same source. The plan contemplated that all active members of NAB would automatically become members of this association under the dues schedule of NAB and that all active members of TBA would automatically become members of NAB on the same NAB dues schedule.

"Affiliate members of this association would remain members only of TBA, but entitled to all privileges of NAB with the exception of voting at meetings or exhibiting at conventions.

Two Directors Each

"The plan further provided for the exchange of two directors on each board, with the presidents of each association serving ex officio on the other association's directorate.

"In the controversial fields of television promotion, television allocations and television legal representation, this association would be charged with the duty of performing these aspects of trade association activities for television members of NAB, as well as TBA.

"In the fields of sales promotion, programming, advertising, research and labor relations, NAB would service TBA as well as its own members.

"Your directors were in agreement that a plan of cooperation as outlined herewith might have been in the best interest of the television industry and gave tentative approval for continuation of discussions and possible final agreement.

"However, as I stated before these negotiations were ended by the NAB so that the future of such a cooperative plan remains suspended."

During 1948, when the number of operating TV stations has increased from 16 on Jan. 1 to 46 last week, television has lived up to forecasts that "it is destined to become the greatest form of mass communication ever devised, Mr. Poppele stated.

TBA, he continued, has aided this progress in many ways. Among its 1948 achievements were helping to establish peace between television and the AFM; replacement of the FCC's mandatory 28-hour-a-week operating rule by a graduated scale plan sponsored by TBA; adoption of principles to guide TV broadcasters in assuming moral responsibility for programs; organized opposition to unreasonable rates for network facilities; preparation and distribution of information on station operations, standard and personnel.

E. P. H. JAMES, Mutual vice president, presides at morning panel on "Selling Television Time." Left to right, Eugene Katz, of the Katz agency; Klaus Landsberg, West Coast director of Paramount Television Productions, KTLA (TV) Los Angeles; Mr. James, George Moskovics, manager, CBS television sales department, and Doty Edouarde, radio-television buyer, of Badger, Browning & Hersey, New York.

TAPROOM TAX

Phila. Views With Alarm

"BOOTLEGGING" by home set owners would stem from the Philadelphia plan to levy a 5% gross receipts tax on television-equipped barrooms and would endanger taproom business. Philadelphia Liquor Dealers Assn. officials so warned city tax officials, who envision collections of $1 million a year from 2,000 local taprooms reported to be offering television entertainment.

Imposing the amusement tax on taproom television sets would lead homeowners to invite neighbors to see the broadcasts and then serve drinks on a "dutch treat" basis, Association officials told Receiver of Taxes W. Frank Marshall.

The dealers argue that if the tax is levied on taprooms, it should also apply to the pay-as-you-go homeowner. Patrick Cavanaugh, Liquor Dealers' president, pointed out that the taproom patron differs from the night club habitue. "He belongs to the ranks of labor and provides his own relaxation and entertainment through conviviality."

An opinion handed down in November by the State Supreme Court classifying television as "motion picture" has led the city to believe it has the authority to invoke the tax. City Council will probably decide the question. The State itself does not require amusement liquor licenses for taprooms equipped with television sets.

MAY CRAIG Gannett News
THOMAS L. STOKES Pulitzer Winner
KEN CRAWFORD Newsweek
BARNET NOVER Denver Post
NAT FINNEY Pulitzer Winner
DENYS SMITH London Telegraph
JOSEPH LOFTUS New York Times
TRUMAN FELT St. Louis Star Times
CARROL KILPATRICK S. F. Chronicle
J. A. WECHSLER New York Post

"Your WASHINGTON CORRESPONDENT"

NATION'S OUTSTANDING CORRESPONDENTS IN NEW, UNMATCHED 15-MINUTE WEEKLY SERIES

World famous journalists and commentators—Pulitzer winners, syndicated writers—now on disc from Washington. Theirs are the penetrating observations in hundreds of the nation's papers. Only from Washington—where the world's future is forged—could this series be produced.

WASHINGTON CORRESPONDENT is network quality; talent is unduplicated at any price. Exclusive your market. Write or wire collect NOW.

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INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

The 25B is a mighty good buy!

Here are some of the reasons why

General Advantages:

1. The Western Electric 25B Speech Input Console provides highest quality studio control for AM and FM at their best.

2. It is versatile...handles two studios...provides duplicate channel operation without interference.

3. It's easy to operate... all controls are functionally located for convenience of operator in controlling programs.

4. It's a complete unit with its own table... attractive, sturdy, well designed ... and *it's moderately priced.*

Technical Advantages:

1. It covers complete FM frequency range. Has high signal-to-noise ratio and exceptionally low distortion.

2. It is easy and economical to install... plug-in cables carry all external leads to wall boxes (included with 25B).

3. It's fully accessible... opens up to expose all components.

4. It includes 7-position mixer; line and microphone transfer keys; dual line amplifiers and volume indicators; separate built-in tube check meter; regulated power supply.

For immediate delivery of one or more 25B Speech Input Consoles, call your nearest Graybar Broadcast Representative — or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

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Howard D. Crissey
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Yale 2-1904

NEW YORK 17, NEW YORK
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RAYTHEON

Excellence in Electronics

Complete AM, FM, TV
Station Equipment

• • •

Microwave Relays

ATTENDING first meeting of newly organized Michigan Assn. of Broadcasters were (standing, l to r): Roy C. Kelly, S. W. Oppenhuizen, WFUR Grand Rapids; Robert Holmes, WBCK Battle Creek; Dan E. Jayne, WELL Battle Creek; Paul F. Eichhorn, WFRD Grand Rapids; Edward Baughn, WPAG Ann Arbor; J. P. Scherer, WHFB Benton Harbor; Cal Hill, WEXL Royal Oak.

Back row, seated (l to r), Wilson B. Paul, Larry Frymire, WKAR East Lansing; Dr. Willis F. Dunbar, WKZO-WJEF Kalamazoo-Grand Rapids; Fred A. Knorr, WKMH Dearborn; Worth Kramer, WJR Detroit; Edwin K. Wheeler, WWJ Detroit; Thomas O'Leary, WXYZ Detroit; Stanley W. Barnett, WOOD Grand Rapids; Howard K. Finch, WJIM-WGFG Lansing-Kalamazoo; Milton L. Greenebaum WSAM Saginaw; Helen Nelson, WHLS Port Huron; Mrs. Elaine Nentwig, WSAM Saginaw.

Middle row, seated (l to r), Jack D. Parker, Robert W. Phillips, WSAM; Mel Wirth, WOAP Owosso; W. J. Edwards, WKNX Saginaw; Mark McKee Jr., WMLN Mount Clements; Ben Hoberman, WDET Detroit; Strauss Gantz, WJJW Wyandott.

Front row, seated (l to r), John C. Pomeroy, WILS Lansing; E. H. Clark, WJLB-WBBC Detroit-Flint; Lester Lindow, WFDF Flint; Hy Steed, WLAV Grand Rapids; Don DeGroot, WTAC Flint; Hy Levinson, WCAR Pontiac; F. Granger Weil, WTTH Port Huron.

* * *

MAB FORMED

Greenebaum Will Head Michigan Radiomen

MILTON L. GREENEBAUM, president and general manager of WSAM Saginaw, Mich. (Saginaw Broadcasting Co.), was elected president of the Michigan Assn. of Broadcasters, newly formed organization, comprising 51 radio corporations.

The first meeting was called in Saginaw Dec. 2 on the invitation of Mr. Greenebaum.

Other officers elected were: Dr. Willis Dunbar, WKZO Kalamazoo, vice president, and Howard Finch, WJIM Lansing, secretary-treasurer. Named to the association's board of directors were Jack Sherer, WHFB Benton Harbor; Stanley Pratt, WSOO Sault Ste. Marie; Edward Baughn, WPAG Ann Arbor, and Worth Kramer, WJR Detroit.

The new Michigan association also announced a system of broadcast privilege fees for the airing of tournament basketball games. The agreement, which includes free broadcast rights for sustaining pickups, was reached after a committee of the broadcasters met informally with the Michigan High School Athletic Commission.

Officers and directors of the association will hold their first formal meeting in Lansing Dec. 14 (tomorrow) to discuss plans for the year.

AFRA IN L.A.

Five More Stations Agree

FIVE more Los Angeles area stations reached agreements with AFRA last week for salary increases for staff announcers, leaving only three stations yet to come to terms with the union. KWKW Pasadena and KGFJ Los Angeles raised salaries from $60 to $70; KFVD Los Angeles and KGER Long Beach from $66.90 to $75; KFOX Long Beach from $66.90 to $72.50. Contracts are for one year, retroactive to Sept. 17, 1948.

Negotiations are still continuing at KFAC Los Angeles, KXLA Pasadena and KGIL San Fernando, and, according to Claude McCue, executive secretary of AFRA, "a speedy conclusion is anticipated in line with the other agreements."

FRED BARR, WWRL Woodside, L. I. program director, has been named radio chairman of the Queens County March of Dimes appeal. Mr. Barr also has been appointed to direct radio activities for the Queens visit of the Freedom Train.

PRO FOOTBALL

ABC to Telecast Top Game

WORLD'S champion pro football game will be broadcast and televised simultaneously over ABC's entire radio network and its eastern television stations Dec. 19 sponsored by General Mills and Wilson Sporting Goods Co. Agencies are, respectively, Knox Reeves Advertising Inc., Minneapolis, and Ewell & Thurber Assoc., Chicago.

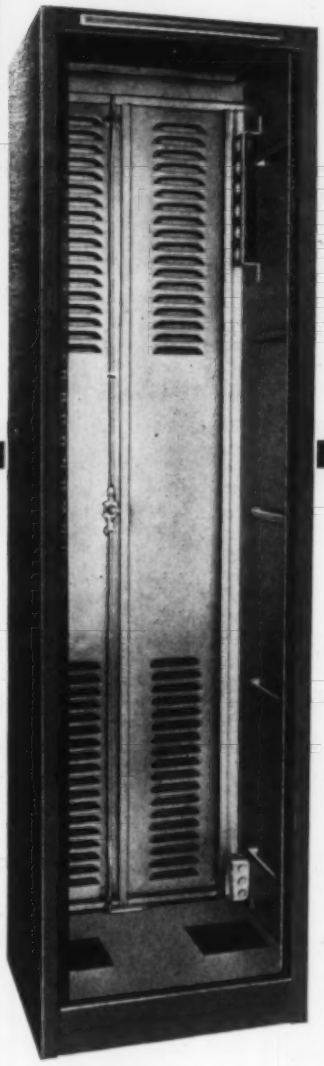
The game, to be played at Shibe Park, Philadelphia, will be between the Philadelphia Eagles, National Football League's eastern division titleholders, and the winner of the game scheduled for yesterday between Chicago Bears and Chicago Cards, who are tied for western division leadership. Harry Wismer, ABC sportscaster, will handle both video and radio coverage. He will be assisted by Harold (Red) Grange, Illinois' renowned "Galloping Ghost" and former Bear star.

—WMGW—

Meadville, Penna.

NOT ONLY BROADCASTS YOUR SHOWS . . . WE PROMOTE THEM . . . OUR LISTENING AUDIENCE IS A BUYING AUDIENCE. DIRECT SALES GAINS ARE THE RESULTS OF YOUR WMGW SPENT ADVERTISING $$$.

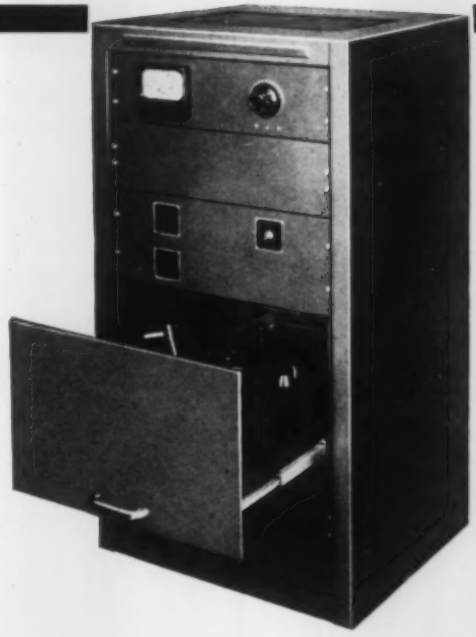
For further information contact Vic Diehm c/o WMGW



GraybaR announces new cabinet line

with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.



Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs", they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 48C2

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
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Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

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(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

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LOS ANGELES R. B. Thompson, Trinity 3321
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SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstead 4700

RADIO DRIVE

RMA to Ask Support

BROADCASTERS throughout the country will be asked to support the Radio Mfrs. Assn "Radio-in-Every-Room" campaign, it was decided at the RMA board of directors quarterly meeting Thursday at the Roosevelt Hotel, New York.

The board considered that the campaign had been a huge success and that it should be continued and even expanded if possible.

The only stickler the board was faced with was funds to project the drive into 1949. The campaign cost $70,000 last year and would cost even more if it were broadened.

It was decided to appoint a committee to canvas the entire industry for assessments or contributions. It definitely was decided that the drive no longer would be supported out of RMA dues.

Increases Resulted

The drive, it was reported, resulted in big increases in set circulation in the cities in which it was conducted. Unit volume of set sales, it was said, increased as follows in the five cities where it was conducted: Hartford, Conn., 150%; New Orleans 31%; Indianapolis 50%; Trenton, N. J. 110%; and Salt Lake City 128%.

The RMA board also considered the advisability of making court tests of tax and other local governmental limitations on radio and television usage. It considered the New York City ordinance prohibiting use of sound equipment without a police permit and the recent Pennsylvania Supreme Court ruling holding that taprooms showing television must pay the same tax as if they showed moving pictures.

It was the general feeling of board members, it was reported, that the New York law was unconstitutional. The amplifier and sound equipment division of the RMA pointed out to the board that the ordinance sets a bad precedent which may be followed by other cities. It further pointed out that the ordinance is so broad that it could be applied to automobile radios and even airplane radios.

General counsel of the RMA, it was learned, will now conduct research to see if it is feasible to test the Pennsylvania taproom law by an agency outside the state.

The board also approved a recommendation of the RMA service committee that the public, and particularly landlords, be made aware of the fact that multiple antennae or master antennae are available and practical.

The board also discussed the fact that many leases are so restrictive that tenants are discouraged from purchasing a television set. It directed that the legal department attempt to work out a more favorable standard lease clause, bringing in to aid it the Television Broadcasters Assn. and the National Realty Board.

The board also considered the threat of a tin shortage to the industry. Tin is allocated by the government to industrial users but the huge expansion of television manufacture has depleted industry supplies. One components producer said he may not be able to meet orders on hand unless supplies are increased.

The parts and sets division recommended that the board set up a voluntary industry conservation program for tin, cutting down the use of the metal wherever possible, substituting silver instead and diverting the savings to most essential parts. The board authorized a committee be set up to handle the problem and it asked the engineering department to make suggestions to solve the problem.

The board also discussed plans to enlist the aid of the entire broadcasting industry to help the RMA celebrate its 25th anniversary May 19 in Chicago. Radio stars and other notables from the entertainment field will be asked to kick off the silver anniversary.

ZENITH BUYS

Rauland Picture Tube Firm

ZENITH RADIO Corp,. Chicago, has purchased all the capital stock of the Rauland Corp., Chicago, manufacturer of cathode ray tubes for television pictures. Announcement was made last week in a joint statement by E. N. Rauland, president of Rauland Corp., and Commdr. E. F. McDonald Jr., president of Zenith.

Rauland Still President

Mr. Rauland will continue as president and director of the Rauland Corp., which will operate as a wholly owned subsidiary of Zenith. Rauland will continue with its present personnel excepting for such additional employes as may be needed to handle "considerable expansion of the facilities for manufacturing cathode ray tubes of the type used as the picture screen in television receivers," the joint statement announced.

In a statement released by Zenith, Commdr. McDonald said: "Television picture tubes are the bottleneck of the television manufacturing industry. This purchase guarantees Zenith's future in television and phonevision.

"We are extremely fortunate to have acquired a business that has produced in large volume television tubes that are generally recognized as the highest quality available to the industry. We are fortunate, too, to have continue with us Mr. Rauland who founded the business and will continue to guide its destinies.

"Plans are already in motion," he continued, "to double the present tube building facilities of the Rauland Corp. The current enthusiasm of the trade and the public for Zenith television portends the need for more and more expansion in the months ahead."

FMA-NAB RUMOR

Merger Talk Denied

SIMULTANEOUS denials were made last week by NAB and FM Assn. of rumors that the two associations planned to consolidate.

A. D. Willard Jr., NAB executive vice president, wrote William E. Ware, KFMX Council Bluffs, FMA president, informing him that no such merger was in process. Replying to a letter sent by Mr. Ware to NAB President Justin Miller, who is on the West Coast, Mr. Willard wrote, "This will serve to deny categorically that NAB has had any discussions with FMA, or any plans within its own organization, to merge or consolidate the two associations."

In his letter to Judge Miller Mr. Ware said:

"I am not in favor of, nor have I ever discussed with anyone, a proposed consolidation between FMA and NAB," he wrote. He explained later that he had been quoted as advocating merger of FMA and NAB. "Such a merger is not a remote possibility," he added.

Anti-merger views were expressed by Julian Gross, president of WKNB and WKNB-FM New Britain, Conn., in a letter to Everett Dillard, WASH Washington, former FMA president whom Mr. Ware succeeded in September. Mr. Gross said he felt any major decision should be voted on by FMA members, with independents given a chance to voice their views.

Eddie Chase

and his

"Make Believe Ballroom"

3:30 p.m. to 5 p.m., daily

can sell for you in The Detroit Area!

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.
J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

HAL TATE
RADIO PRODUCTIONS,
Chicago, Producer of the
"WHO'S TALKING"
Show,
DEMANDS
UNIVERSAL
For the BEST in Transcriptions

Universal Recording Corp.
20 N. WACKER DR.
CHICAGO

NAB POSTS

Two Staff Members Added

TWO appointments to NAB positions will become effective Jan. 3, one in the president's office and one in the office of the general counsel. Ruth A. Inglis becomes editorial assistant to President Justin Miller and Vail W. Pischke joins Don Petty, general counsel, as an attorney.

Miss Inglis is associate professor of sociology at the U. of Washington. Judge Miller selected her for the position after her participation in an American Bar Assn. panel last autumn. At the U. of Washington she teaches communications, including broadcasting, movies, magazines and other media.

As research assistant to the director of the U. of Chicago Commission on Freedom of the Press, Miss Inglis wrote the book *Freedom of the Movies*. This book was part of the overall study underwritten by *Time* and other interests.

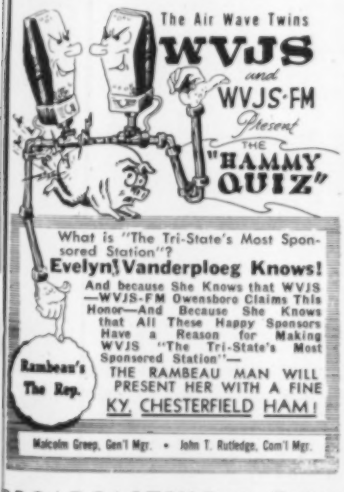
Mr. Pischke has headed radio activities of the law firm of Norman M. Littell, Washington. Previously he had been with Kirkland, Fleming, Green, Martin & Ellis. He is a graduate of Notre Dame with AB and LL.B. degrees. In 1944 he won the ASCAP annual award for his thesis on radio copyright law.

GF 'Gangbusters'

GENERAL FOODS Corp., New York, will sponsor *Gangbusters* on CBS. The program, on behalf of Grape Nuts, will premiere on the network Saturday, Jan. 8, and will be aired 9-9:30 p.m. Young & Rubicam, New York, is agency.

Gardner Co. Named

BISHTON-WHEELER, Ilion, N. Y. (Millar retractable ball point pens) has appointed Fred Gardner Co., New York, to handle its advertising. Radio spots are currently being used in markets in Georgia, Baltimore, Washington, D. C., and Albany, N. Y.


The Air Wave Twins
WVJS
and
WVJS-FM
Present
THE
"HAMMY QUIZ"
What is "The Tri-State's Most Sponsored Station"?
Evelyn Vanderploeg Knows!
And because She Knows that WVJS—WVJS-FM Owensboro Claims This Honor—And Because She Knows that All These Happy Sponsors Have a Reason for Making WVJS "The Tri-State's Most Sponsored Station"—
THE RAMBEAU MAN WILL PRESENT HER WITH A FINE
KY. CHESTERFIELD HAM!
Rambeau's The Rep.
Malcolm Greep, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.

WHAS

(Continued from page 21)

wise, the application reported, there are no immediate plans for changing present WHAS personnel.

The WHAS properties are licensed to WHAS Inc., which is owned by the Bingham family, also owners of the *Courier-Journal* and *Louisville Times*. Barry Bingham is president of both the radio and newspaper firms. The $1,925,000 purchase price specified in the contract with Crosley Broadcasting would be subject to adjustment of net current assets on the date of closing.

Crosley is owned by AVCO Mfg. Corp., from which FCC's open-bidding rule derived its name when it was adopted following AVCO's acquisition of Crosley properties. Crosley operates WLW and WLWT (TV) and associated relay, international and FM stations in Cincinnati. It owns WINS New York, has TV and FM grants for Columbus and Dayton, and is applying for TV in Indianapolis and FM in New York.

WHAS, a CBS affiliate, is on 840 kc with 50 kw fulltime. WHAS-TV, not yet on the air, is assigned Channel 9.

New Interview Show

BEAUTY Factors Inc., Los Angeles (Insta-curl) about Dec. 16 is starting a five-minute weekly interview program with Bill Stewart on 57 ABC stations coast to coast. The program is to be extended to five-weekly daytime schedule after the first of the year. When full schedule goes into effect, firm will be expending budget of approximately $14,000 weekly.

Kraft Renews

KRAFT FOODS CO., Chicago, for its mayonnaise, renews *Kraft Television Theatre* on NBC's seven-station eastern video network for 52 weeks from Jan. 5 through J. Walter Thompson, also Chicago. Telecast, aired Wednesdays, 9-10 p.m. EST, is produced in New York with stage, TV and screen stars appearing in adaptations of plays and novels. Jack Galbraith is the NBC Chicago account executive.

BMI Elects Two

JAMES E. WALLEN, treasurer, controller and assistant secretary of MBS, was elected to the board of Broadcast Music Inc. at the BMI quarterly meeting Tuesday (Dec. 7). He replaced Robert D. Swezey, MBS official who has resigned from the network. BMI board also elected Charles E. Lawrence, returned to BMI after a year with Associated Music Publishers, to the post of assistant treasurer.

BMI Pin-up Sheet

HIT TUNES FOR DECEMBER

AM I ALL OF YOUR FUTURE (Or Part of Your Past) (Fremart)
Ted Martin—LeDuxe 1182 · The Caboosers—Astor 503
Alan Foster—Regent 138 · Harmonica Gentlemen—Castle 1455

BOUQUET OF ROSES (Hill & Range)
Eddy Arnold—Vic. 20-2806 · Rex Turner—Varsity 8001
Dick Haymes—Dec. 24506

CITY CALLED HEAVEN (Warren)
WORLD—Frankie Masters · ASSOCIATED—Joan Edwards
STANDARD—Walt Schumann · ASSOCIATED—Hunter James Choir
NBC THESAURUS—Shep Fields · NBC THESAURUS—Dick Leibert
LANG-WORTH—Ruby Elzy

COOL WATER (American)
CAPITOL—Tex Williams · STANDARD—Texas Jim Lewis
CAPITOL—Shug Fisher · NBC THESAURUS—Slim Bryant
LANG-WORTH—Cote Glee Club

CORNBELT SYMPHONY (Mellin)
Jack Smith—Cap. 15280 · Fred Gray—Apollo 1132
Jack Lathrop—Vic. 20-3119 · Cyril Stapleton—Lon. 282
Bob Stewart—Mero 7469 · Nev. Simons—MGM 10257

CUANTO LE GUSTA (Peer)
Andrews Sisters—Carmen Miranda—Dec. 24479
Xavier Cugat—Col. 38239 · Jack Smith—Cap. 15280
Eve Young—Vic. 20-3077 · Barbara Brown—Varsity 110

I LOVE YOU SO MUCH IT HURTS (Melody Lane)
Jimmy Wakely—Cap. 15243 · Floyd Tillman—Col. 20430
Frontiersmen—Vic. 20-3188 · Reggie Goff—Lon. 312
Shorty Long—Dec. 46139 · Tommy Clayton—Varsity 8010

I WANT TO CRY (Excelsior)
Chris Cross—Sterling 4004 · Savannah Churchill—Manor 1129
Dinah Washington—Merc. 8082 · Phil Reed-Frank Picher—Dance-Tone 216
Snub Mosley Sextette—Soin 849

IN MY DREAMS (Wizell)
Vaughn Monroe—Vic. 20-3133 · Reggie Goff—Lon. 368
Ella Fitzgerald—Dec. 24529

LONESOME (Republic)
Sammy Kaye—Vic. 20-3025

ONE HAS MY NAME (Peer)
Bob Eberly—Dec. 24492 · Jimmy Wakely—Cap. 15162
Texas Jim Lewis—Excel. 45 · Eddie Dean—Crystal 132
Slim Duncan—Col. 20491 · Tommy Clayton—Varsity 8009

PLAY THE PLAYERA (Marks)
WORLD—Jose Morand · STANDARD—Eddie LeMar
NBC THESAURUS—Carlos Molina · STANDARD—Paul Carson
NBC THESAURUS—Salon Orchestra

RENDEZVOUS WITH A ROSE (Jay-Dee)
Buddy Clark—Col. 39314 · Bob Eberly—Dec. 24491
Pepper Nealy—Bullet 1056 · Dick Wong—D & D 45-1903
Pied Pipers—Cap. 15216 · Fred Gray—Apollo 1131
Don Rodney—MGM 10272 · Westonians—Sig. 1042
Bobby Worth—Castle 1258 · Snooky Lanson—Mer. 5188
Bob Stewart—Me-Ro 7469 · Walter Scheff—Spiro 3002

SUNDAY IN OLD SANTA FE (Pemora)
Jose Morand—Vic. 20-3101 · Andy Russell—Cap. 15158
Xavier Cugat—Col. 38327

WALKIN' WITH MY SHADOW (Johnstone-Monte)
CAPITOL—Hal Derwin & Frank DeVol · LANG-WORTH—Four Knights
STANDARD—Lawrence Welk · ASSOCIATED—Jerry Sears

WITH A TWIST OF THE WRIST (Patmar)
ASSOCIATED—Blue Barron · NBC THESAURUS—Cy Walter
ASSOCIATED—Bob Hannon · MacGREGOR—Henry King
STANDARD—Alvino Rey · WORLD—Floyd Sherman

YOU STARTED SOMETHING (BMI)
WORLD—Kay Little

YOU WALK BY (Cavalier)
NBC THESAURUS—Vincent Lopez · LANG-WORTH—Charlie Barnet
NBC THESAURUS—Allen Roth · LANG-WORTH—Tommy Reynolds
CAPITOL—Jan Garber · STANDARD—Henry Busse
CAPITOL—Clark Dennis · WORLD—Floyd Sherman
MacGREGOR—Two Kings & a Queen · ASSOCIATED—Isham Jones

YOU WERE ONLY FOOLIN' (Barron & Shapiro-Bernstein)
Blue Barron—MGM 10185 · Ink Spots—Dec. 24502
Kay Starr—Cap. 15226 · Eric Whitley—Col. 38323

YOU, YOU, YOU ARE THE ONE (Campbell)
Johnny Eager—Grand 25010 · Ames Brothers—Coral 60015

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

TBA Annual Clinic

(Continued from page 35)

manager of KLTA (TV) Los Angeles, stated.

Local department stores and other retailers are better prospects for TV stations than they have ever been for sound broadcasters, he said, adding that local events seem to be more attractive for both sponsors and viewers than the big national network programs received via film recordings.

The upcoming Tournament of Roses parade has been sold locally by two TV stations, as the recent Santa Claus parade was, and "we practically had our pick of sponsors."

Participating sponsorship packages have proved attractive for low-budget local advertisers in Los Angeles, Mr. Landsberg reported. He cited KTLA's *Shopping at Home*, a ten-minute straight-selling demonstration program that has expanded from once to six times a week to care for local advertisers who want to get in on this video service — "window shopping at home and not so hard on the feet."

A station representative has to work much harder to sell TV time than he does in sound broadcasting, Eugene Katz of The Katz Agency, said.

He made a strong plea to video broadcasters to give their representatives as much information as they can about their programs and facilities and particularly about the number of TV sets in their service area. He listed the principal things a representative wants to know about any TV station he represents, including: A detailed summary of the program schedule, including the complete operating schedule; a description of facilities; network affiliation and whether served by coaxial cable, radio relay or kinescopic recordings; TV circulation; rate card; details of camera equipment, film and slide projection facilities; film production facilities; an inclusive description of each locally originated program offered for sale to national advertisers, including itemized costs.

Agency Needs Information

The advertising agency also needs all the information it can get about programs and facilities and circulation if it is to present television properly to its clients, Doty Edouarde, radio and television timebuyer for Badger, Browning & Hersey, said.

His check list of what the agency wants to know about TV stations covered: A *practical* rate card. He urged TV broadcasters to follow the example of standard broadcasters in working out a standard rate card with the AAAA as soon as possible; up-to-date area set estimates; best available set-use information, ratings, mail counts, etc., program logs and statement of operating hours; cable or relay availability data; program and announcement availabilities; facilities for studio, film (16mm, 35mm or both) and remote programs.

In the question period, Fred Weber, general manager, WDSU New Orleans, asked for TBA to set up some plan for the exchange of program information for TV broadcasters. He volunteered to contribute at least one suggestion a month from WDSU-TV, which was scheduled to begin operations on Saturday, if he could count on getting similar ideas from other stations in exchange.

TBA President Poppele said that already a column of the TBA weekly news report is devoted to program news and pledged an extension of this service to members as an important part of TBA activities for the coming year.

Asked about simulcasts, Mr. Moskovics cited *We, the People* as a program that has successfully been broadcast simultaneously on both sound and video channels. He warned, however, that the radio program must have good visual aspects to make it suitable for this treatment. With millions of people asking for tickets for radio shows, there is no doubt that people want to see what they have been listening to, he said.

Kirk on Showmanship

Myron Kirk, radio and television director of Kudner Agency, speaking on "Showmanship in Television," declared emphatically that "Television is not an extension of radio."

It calls for a special brand of showmanship, he said, which is more closely linked to the theatre and the movies than to sound broadcasting. The success of the *Texaco Star Theatre*, he said, is largely due to the stage experience of its producers, directors, talent bookers and other associated personnel, to say nothing of the actors themselves.

To the controversial question of who should produce a TV program, agency or network, he came out strongly for the agency. The number of hours and people required to produce a video show by itself is sufficient argument for spreading the load over hundreds of agencies instead of dumping it all onto the four networks, he declared.

Pointing out that his agency has ten employes working fulltime on the *Texaco Star Theatre*, he said that this is not profitable for the agency today but he is sure that it will pay good dividends in the near future.

Walter Damm, general manager of WTMJ WTMJ-FM WTMJ-TV Milwaukee, presented a short film of an animation device which he said "has sold a heck of a lot of one-minute and 20-second spots to local advertisers." Technique involves the use of sliding cut-out figures, simple to make and handle, but effective in pepping up a static picture. He offered full details to anyone writing him for them.

Limitations on the musical video rights ASCAP is obtaining from its members may create such a problem of individual musical right negotiations that TV broadcasters may have to establish their own music rights clearance bureau, Robert P. Myers, assistant general attorney of NBC, warned the clinic.

Reviewing the music rights situation, Mr. Myers reported that BMI grants television broadcasters the same rights as it does AM broadcasters in a broad license that covers practically all TV uses of music. But ASCAP, he said, has asked its members only for rights to license TV only for straight instrumental uses and uses by five or less vocalists, not in costume and not to use dialog, dancing or scenery. If the number is dramatized or dressed up a special license is required.

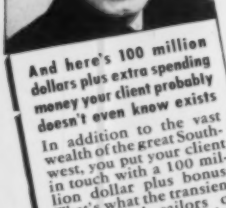
Special licenses will also be needed for any production number that is, music originally written for a stage show or motion picture.

When the TV music subcommittee of which he is chairman meets with ASCAP early next year to work out new contracts to succeed the present gratis licenses, Mr. Myers said, they must find exa

88% of the families in this 5-Port Area listen regularly to KPRC*

ONE OF AMERICA'S MOST AMAZING RADIO COVERAGE STORIES!

● KPRC reaches five of America's greatest shipping ports. They are all big-money ports. Houston is America's fourth largest. Beaumont exceeds Boston in tonnage. Port Arthur exceeds Los Angeles.



And here's 100 million dollars plus extra spending money your client probably doesn't even know exists

In addition to the vast wealth of the great Southwest, you put your client in touch with a 100 million dollar plus bonus. That's what the transient officers and sailors of Houston-docked ships spend in the market each year, according to port officials.

FIRST in BMB
FIRST in HOOPER
FIRST In the South's First Market
*According to official independent survey.

Obviously your best radio buy in this opulent market is KPRC, the one station that blankets all five ports . . . talks to well over three-fourths of all the families, in this area *regularly*.

Yet KPRC is *not* the most expensive station, KPRC costs much less per listener.

First in listeners, second in price is a winning combination. For availabilities call Petry or write us. We'll act fast.

KPRC HOUSTON
950 Kilocycles • 5000 Watts
National Representatives, Edward Petry and Co.
Affiliated with NBC & TQN, Jack Harris, General Manager

ATTENTION!
RADIO TIME and TRANSCRIPTION SALESMEN:

One of the finest fifteen minute Sunday transcribed programs ever produced for two classifications—Funeral Homes and Monument Dealers.

"The Memorial Hour" is for sale on a cash or royalty basis, composed of a series of twenty-six episodes. This production has been been carried on 176 stations with three out of five station managers calling for renewals. The best of talent—choir music—and narrator obtainable were used in the cast.

The only territory ever covered was in the Middle West. East, South and West never traveled. $25,000 has already been grossed in a little over one year. Future revenue could easily reach $150,000. Retiring from the road is the only reason for selling out or leasing. 26 masters, 520 pressings. Masters made by World, pressings on vinolite.

You can be in business at once with a tremendous income.
Write or wire
John Printup
Assistant Manager
Radio Station WKOW
Madison, Wisconsin

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

HUDDLING at the TBA luncheon are (l to r): Joseph H. Ream, CBS executive vice president; Joseph Bryan, president of the Jefferson Standard Broadcasting Co., and Howard S. Meighan, CBS vice president and general executive

efinitions for costumes, dramatizations, scenery, etc.

If a backdrop is used is that cenery?

Are two palms moved out behind he singers scenery?

Is a transparency scenery?

If a singer dons a wool cap to ing "Winter Wonderland" while onfetti falls on his head, is the cap costume and the paper snow cenery?

Silly as they seem, he assured is hearers that these are serious egal questions.

ASCAP attorneys are now studying all music used on New York V stations during a single week, e reported, to determine which ses would be covered by a general icense, which would have to be icensed individually and which are orderline cases.

When this is settled and the erms defined, then the two groups will be ready to start negotiating ew contracts, he stated. He added hat these contracts cannot run onger than two years, as that is he term for which ASCAP is getting the TV licensing rights from ts members.

Dramatic rights must all be egotiated individually, Mr. Myers aid, but there are not apt to be omplications unless the play has een sold or licensed to a motion icture company.

In that case, the terms of the ontract must be carefully studied o avoid infringements. He urged hat the broadcaster get his lawyer nto the matter early and not, as has happened, after the TV show has been scheduled, cast and is in rehearsal.

George M. Burbach, manager of KSD-TV St. Louis, summed up his assigned topic, "Television Management Do's and Don't's," with one example of each:

'Do's and Dont's'

"*Do* everything you possibly can to stimulate interest in television in your community.

"*Don't* let your imagination run away with you regarding the damaging effect which television might have on other advertising media—and that includes your own AM radio operation, if you have one."

He harked back to the early days of radio to cite dire predictions of its effect on movies, music and newspapers, none of which ever materialized.

The development and sale of local programs has proven to be the greatest source of revenue for KSD-TV, Mr. Burbach reported. Many local advertisers particularly sponsors of sports events voluntarily increased their appropriations for the second year, he said. One company, spending $39,000 for time on the station last year, will increase that sum by 25% this year and more "if we we can find more sports for him to sponsor."

Mr. Burbach reported unusual success in selling time through a policy of recommending a more or less inexpensive program to start.

"Once you impress the top executives with the possibilities of television they will voluntarily suggest a more impressive program and a larger appropriation," he said, citing Anheuser-Busch Brewing as a typical example.

Program Format

"We submitted a musical program using the best violin player in St. Louis Symphony with our own Russ David at the piano. It costs $200 for 20 minutes and is a very fine show with excellent camera shots and carefully selected music. From this modest beginning we hope to develop a sponsor for the full St. Louis Symphony of 80 musicians."

With 50 advertisers now compared to 30 a year ago, KSD-TV has been out of the red at times, he said, although it's back in now that operation has been stepped up to seven days, 30 hours a week.

But the *St. Louis Post-Dispatch*, owner of KSD-TV, has gotten $150,000 worth of TV set advertising it would not have had, if it had not introducted television into St. Louis, Mr. Burbach stated, giving it at least a token return on its $421,000 investment in a video plant.

BMB has accepted the responsibility for meeting television's foremost research need—"uniform reliable estimates of television families by individual markets," Hugh M. Beville Jr., NBC director of research, announced. In contrast to present data, collected in a variety of ways by a variety of organizations, BMB will be able to establish standard methods which in effect will provide television with its own audit bureau of circulation, he said.

The second class of research information needed for video sales is "proof of performance" information about the station service area and technical reception, Mr. Beville said. "Surveys of technical reception by mail ballots or as a feature of diary or telephone interviews will be important evidence that your station is doing a satisfactory job of delivering a signal in your area."

Third Requirement

Hooper and Pulse TV ratings, or diary studies where they are not available, help to provide TV's third reserch need for data on program popularity and viewing habits, he said.

The fourth requirement of television salesmen for proof of responsiveness and sales effectiveness may be demonstrated by sponsor identification ratings or replies to video contests and offers, Mr. Beville stated. He added that "shoppers clamoring for products advertised only on television will certainly prove to be our best sales ammunition."

"The major problem we face with respect to television reception is ignorance," Robert L. Coe, general manager of WPIX(TV) New York, said in a talk on reception problems. There is "ignorance on the part of the public as to what kind of reception they can expect from their receivers and ignorance, in too many cases, on the part of the seller of the set, the installer and the service man."

Reporting that the problem of poor reception resulting from poor installation and service of TV sets seems to be fairly general, Mr. Coe stated that manufacturers should "devote a little more of their time and perhaps more money to this particular phase of their business. For, after all, the manufacturers are one of the few segments of this new television industry who might conceivably be operating in the black now, and certainly their whole future depends upon the success of our operations. Therefore, isn't it reasonable to expect them to shoulder a major share of the responsibility for proper television reception? We think it is."

THEY BELIEVE IN US

WAIR listeners like our kind of programming and believe in and react to our kind of commercials. An investment in WAIR time is the best radio investment you can make in the Winston-Salem market.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

GOOD ALL-ROUND MAN

If you have a selling job to do in Birmingham, or North Alabama markets, WSGN is your man. He's a handy fellow to have on your side with special promotion, service and program tools that can help you do the job!

ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN — FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley Reed National Reps.

Baseball

(Continued from page 21)

televising night games, Sunday and holiday games, "they're bound to get hurt."

"These baseball clubs are giving their product away. Radio stimulated the fans' interest to a degree where it eventually drove them to the parks to watch the games. But television comes very close to satisfying that interest."

Mr. Shaughnessy asserted that video brings the game to the customer at a "minimum expense to him in time, money and comfort."

"Since television certainly will improve, the situation becomes even more alarming," he added.

Reports of major league television having an effect on minor league attendance have come from Newark, N. J., and Baltimore, Md., homes of the International League Bears and Orioles, respectively. Proximity to Washington and New York, where major league telecasts emanate, is said to be responsible.

The AAA minor league circuits that would be affected by major pickups would be the International League and the American Assn., located in the same eastern and midwestern areas as the major leagues.

Television last season was available in all eight of the American League cities. In the National League, telecasting was not underway in Pittsburgh only, which will have an operating outlet prior to the 1949 campaign.

NATIONAL winner of the H. P. Davis National Memorial Announcers' Award for 1948 is Howard Reig (r), announcer with WGY Schenectady. Mr. Reig will receive the Davis announcer's gold medal and $500 cash. Paul Shannon (center) KDKA Pittsburgh, is the winner in the 50 kw stations class, and Dean Montgomery (l), of KELO Sioux Falls, S. D., won a Davis award in the regional stations class. Awards were announced last week.

HARPER NAMED

McCann-Erickson President

MARION HARPER JR., former assistant to the president of McCann-Erickson, New York, was elected president at the annual meeting of the board of directors last Thursday.

H. K. McCann, who was president of the agency, has been elected chairman of the board of directors. Mr. McCann founded the H. K. McCann Co. in 1912 and was its president. He has been president of McCann-Erickson since its formation in 1930. He will continue as senior executive officer of the company.

Harrison Atwood, one of the founders of the H. K. McCann Co. and senior vice president of McCann-Erickson, was named vice-chaiman of the board. He will continue to serve as chairman of the executive committee.

Mr. Harper joined McCann-Erickson as an office boy and trainee in 1939. Shortly thereafter he was promoted to the agency's research department where he successfully advanced to manager of copy research, director of the research department and in 1945 to vice president in charge of research and merchandising.

In 1946 he was made a director of the firm, and in 1947 became assistant to the president and a member of the executive committee.

He is a member of the board of directors of the Advertising Research Foundation, and also is a director of the Knickerbocker Federal Savings & Loan Assn.

CBS MEETING

Western Affiliates in L. A

TWENTY-NINE executives from 22 CBS affiliates in 10 western states will attend the two-day Ninth District meeting being held at Columbia Square, Hollywood today and tomorrow (Dec. 13, 14). On second day members will inspect facilities of CBS Hollywood TV outlet, KTTV.

Attending from New York are Joseph H. Ream, CBS executive vice president; H. V. Akerberg, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering, and John J. Karol, sales manager.

Representing KNX and CBS Hollywood are D. W. Thornburgh, vice president in charge of Western Division and KNX general manager; A. E. Joscelyn, KNX-Columbia Pacific Network director of operations; E. W. Buckalew, Western Division station relations field manager, and Harry Ackerman, director of network programs.

The complete list of executives attending the conference was announced last week by Clyde F. Coombs, general manager of KARM Fresno and KROY Sacramento, CBS affiliates, and director of District 9.

The roster, omitting those mentioned previously:

California: Ralph R. Brunton, KQW San Francisco; Charles E. Saik and Graham-Moore, KSDJ San Diego; E. Pfeffer, KGDM Stockton; Dick Joy, KCMJ Palm Springs; Eleanor McClatchy, John Hamlyn and Walter Baziuk, KERN Bakersfield.

Arizona: John L. Hogg and Albert D. Johnson, KOY Phoenix; Lee Little, Glenn Snyder and George Cook, KTUC Tucson.

Washington: Loren Stone, KIRO Seattle; Ed Craney, KXLY Spokane; Archie Talbot and R. Lee Black, KIMA Yakima. W. T. Wagner, of the Alaska Broadcasting Co., which operates 5 CBS affiliates in Alaska, also will attend from Seattle.

Montana: J. F. Wilkins, KFBB Great Falls; A. J. Mosby, KGVO Missoula.

Nevada: David McKay, KOLO Reno; C. L. McCarthy and Richard E. Goebel, KLAS Las Vegas.

From CBS affiliates in other western states: Westerman Willock, KDSH Boise, Idaho; Harry H. Buckendahl, KOIN Portland, Ore.; Val Lawrence, KROD El Paso, Tex.; Carl Dunham, KSIL Silver City, N. M.; C. Richard Evans and Eugene Halliday, KSL Salt Lake City.

Important Correction

in

MUTUAL'S BACK COVER ADVERTISEMENT

We are embarrassed!

Through an error, the map in our advertisement on the back cover of this issue of BROADCASTING purporting to show "IMPORTANT METROPOLITAN MARKETS IN WHICH MUTUAL POWER HAS BEEN OR IS BEING INCREASED"—is far from complete.

It shows 16 cities. The actual count is 31 cities. Here's the full list of power increase in metropolitan markets from January 1946 to November 1948.

ALTOONA, PA.
ATLANTA, GA.
BALTIMORE, MD.
BIRMINGHAM, ALA.
BUFFALO, N. Y.
COLUMBUS, OHIO
DETROIT, MICH.
DURHAM, N. C.
FALL RIVER, MASS.
HOUSTON, TEX.
INDIANAPOLIS, IND.
JACKSONVILLE, FLA.
KANSAS CITY, MO.
LOUISVILLE, KY.
MADISON, WIS.
MEMPHIS, TENN.
MIAMA, FLA.
MINNEAPOLIS, MINN.
MOBILE, ALA.
NEW ORLEANS, LA.
PITTSBURGH, PA.
PORT ARTHUR, TEX.
SAN ANTONIO, TEX.
SACRAMENTO, CAL.
St. PETERSBURG-TAMPA, FLA.
ST. LOUIS, MO.
SIOUX CITY, IOWA
TULSA, IOWA
WARREN, O.
WASHINGTON, D. C.
WILKES-BARRE, PA.

MUTUAL BROADCASTING SYSTEM

The Major Market Network

A Real Xmas Bonus

RADIO SALES TRAINING SCHOOL

Columbus, Ohio • Dec. 28-29-30

Subjects include:

- HOW TO SELL LOCAL RADIO
- SELLING OPEN-END TRANSCRIPTIONS
- SELLING CO-OP SHOWS
- HOW TO HELP YOUR NAT'L. REP.

and the proven

10 Point Plan of Sales and Services

More than 100 satisfied graduates

Maximum personal attention. Wire Now

FRED A. PALMER

Columbus, Ohio

Phone: Worthington 2-7346

6800 N. High St.

OTHER and daughter radio series, *na and Eleanor Roosevelt*, is ar-ged by Anna Roosevelt and ABC oducer John Masterson. Programs e heard five times weekly on ABC CBSd feature exchange of opinions be-een the Roosevelts at various broadcasting points.

ALVATION ARMY

Presents Christmas Show

ALF-HOUR transcribed Christ-as show, *Army of Stars* prepared Salvation Army for distribution stations throughout the United ates, Alaska and Hawaii, will ature Meredith Willson, star of own ABC show, Kathleen rris, novelist, and four opera rs: Ezio Pinza, Kurt Baum, nnifred Heidt, Set Svenholm. mmie Wallington is announcer on ogram which was written and oduced by Glenn Wheaton. Program will be heard on all San ancisco AM and FM stations be-een Dec. 13 and Dec. 25.

ube Sales

LES of broadcast receiving bes in October by member com-nies of Radio Mfrs. Assn. totaled 521,368, rising more than a mil-n over September but slightly der October 1947. Of October's lume 14,101,695 were sold for w sets; 3,676,254 for replace-nts; 1,690,356 for export; 53,063 U. S. agencies. Total receiving e sales by RMA companies for months of 1948 were 164,331,340.

Allied Arts

TED MacMURRAY, producer of John Nesbitt's *Passing Parade*, has been named Pacific Coast manager of Radio Features Inc., Chicago. His headquarters will be at 1505 Cross Roads of the World, Hollywood.

WORTHINGTON C. LENT, engineering consultant, has announced the consolidation of his offices and laboratory facilities in the Miller Bldg., 4813 Bethesda Ave., Bethesda, Md. Mr. Lent was formerly located at 1200 18th St., Washington.

DR. JOHN E. WHITE has been appointed chief of Electron Tube Section, Electronics Standard Lab., National Bureau of Standards, Washington. Other Bureau appointments include: **DR. CHESTER H. PAGE**, electronics consultant, and **DR. CURTIS J. HUMPHREYS**, chief of Radiometry Section, Atomic and Molecular Physics Division.

HARRY COLEMAN & Co., Chicago public relations firm, has moved to new offices at 64 N. Michigan Ave. Telephone is Mohawk 4-3833.

CLARENCE WILSON has resigned from Dallas office of Blackburn-Hamilton, station brokers. He will announce new plans in near future.

ROBERT J. LANDRY, former radio editor of *Variety* and until last July CBS director of program writing, has been appointed to Council of the Authors Guild, branch of Authors League of America. Mr. Landry also succeeds Glenway Westcot as chairman of Guild's membership committee.

Television

JERRY FAIRBANKS Productions, Hollywood, has purchased original television film script, "Her Lucky Day," from **ROBERT STEPHEN BRODE**, radio writer. Program will be incorporated into Fairbanks' *Jackson and Jill* video series.

SENTINEL PRODUCTIONS, Hollywood, Calif., has started shooting of first of new TV series, *Modern Women*, which will be based on feminine success stories.

CHARLES B. HASTINGS, director of Hastings School of Animation, has closed his New York offices and transferred school to San Diego, Calif. New location is at Imig Manor.

SLOAN AWARDS

Truman Lauds Radio Role

RADIO as a "vital factor" in the nation-wide program for highway safety in the past two years has been commended by President Truman in a letter to Alfred P. Sloan, chairman of the Alfred P. Sloan Foundation.

The Foundation is sponsoring a group of awards to broadcasters for outstanding public service activity.

Emphasizing the need for fuller cooperation of networks and stations to cope with the traffic problem, Mr. Truman wrote: ". . . The active support of radio . . . has been a vital factor in the success of the Action Program developed by the Highway Safety Conference. . . . It is my hope . . . that every network and station will participate in the Alfred P. Sloan Radio Awards, thereby testifying to a truly comprehensive effort on the part of the industry . . ."

Five Sloan Awards are being offered for commercial and sustaining programs. Local, regional and clear channel stations and national and regional networks are eligible. Spot announcements and other safety features under the Advertising Council plan also may be entered.

Entries should be submitted in the form of statements of about 1,000 words. Administrator of the program is the Automotive Safety Foundation, Washington.

The Foundation has distributed a descriptive brochure on the award program to radio executives. Many of the responses have suggested the need for recognition of television, as well as AM and FM. Next year provisions will be made in that direction, it was indicated.

'SING-ALONG'

Waring Greets Speechless

A NATION-WIDE "Sing-Along," dedicated to speech-handicapped children unable to sing for themselves, will be staged by Fred Waring and his glee club on the Dec. 21 *Fred Waring Show* on NBC. Program is heard 10-10:30 a.m. EST.

The plan, Mr. Waring explains, is for choral groups and school children and families in their own schools, churches and homes from coast to coast to join in with the Pennsylvanians in the songfest. A song book of Christmas carols, including the choral director's own arrangement of " 'Twas the Night Before Christmas," is being offered to radio listeners who request a copy.

Mr. Waring is said to have had the inspiration of using glee club voices and recruiting others to salute the work of the Institute of Logopedics, speech correction clinic. Purpose of the work is to focus greater public attention on the needs of those handicapped in speech.

Mr. Frank M. Reed
Hill Blackett Agency
Chicago, Ill.

Dear Frank:

Whar's Montanie? Bert Sonis, WCHS program director is a radio correspondent reportin' the "Operations Little Vittals" t' WCHS listeners from the Great Falls Air Base in Montanie which trains air crews fer the Berlin Airlift. But, Whar's Montanie? Bert said it wuz out west — so I looked all over the WCHS coverage map as far West as Kentuckie, but couldn't find Montanie or Great Falls, and you know how fer them 5000 watts o' WCHS goes. Hope them people in Montanie can hear them Columbia Programs which th' people in Charleston West Virginia like so well on WCHS.

Yrs.

Algy

WCHS

Charleston, W. Va.

"VIC" DIEHM SAYS:

WE WERE CONGRATULATED

. . . by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but really promotes the programs.

We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.

Nationally represented by
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

MEMO to FRED STOUTLAND, BBD&O:

WCKY has consistently given advertisers the **LOWEST COST PER THOUSAND** in Cincinnati. In just one of many cases, WCKY showed an advertiser where he could more than double his impressions per week, and it cost him LESS per week than he was spending on another station.

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

BE FIRST ON THE AIR with these RCA VICTOR hits on "DJ" couplings*

Phil Harris

Pappy's Little Jug
and
Minnie the Mermaid
DJ-608

Zeke Manners

Blow the Whistle
and
Cigars, Cigarettes, Souvenirs
DJ-609

*for radio stations only . . . special couplings on Vinylite!

RCA VICTOR RECORDS

Programs

DO YOU want to talk to Santa Claus? KROW Oakland, Calif., Christmas show, *Let's Talk to Santa*, aired from 6:30 to 7 p.m., Mon.-Fri. until Dec. 23, under sponsorship of Maxwell Hardware Co., gives one and all that opportunity. Youngsters who want to talk to Santa leave their name and phone number on a "call card" at sponsor's store, and during program St. Nick calls them at their homes and chats with them about their wants for Christmas. In addition Santa asks them questions with awards for correct answers. Agency for Maxwell is Brooke, Small & Gautreaux, Oakland.

Students vs. Teachers

NEW Rural Radio Network (FM) show, *Master Minders*, pits teams of students against teams of teachers. Program offers no prizes outside the satisfaction of topping the opponent, and is transcribed at regular school assembly sessions and broadcast over network Mondays 8:30 to 9 p.m.

Landing by Instrument

DURING observance of "Air Force Day," WVEC Hampton, Va., broadcast an actual instrument landing of a transport plane under simulated "zero visibility" weather conditions. Complete operations were recorded, with Peter Edman, WVEC announcer and program director, in the plane describing how it felt to fly "blind." By using a common radio communication channel between pilot, Air Force ground controller and WVEC announcers listeners were able to hear mixture of all voices concerned. Recorded broadcast was aired the following day over station, and was arranged in conjunction with HQ. AACS, U. S. Air Force, Langley Field, Va.

Christmas Shopping by TV

OPPORTUNITY for Detroiters to do some Christmas shopping without having to wander for hours in crowded department stores and speciality shops has been provided by WWJ-TV Detroit. Program, *Let's Go Shopping*, is aired Mon.-Fri. at 3:30 p.m.,, and gives viewers chance to see what there is to buy and for how much. Sponsors currently participating include: Federal Department Store, Good Housekeeping Shops, Floor Covering Inc., Podezwa Shoes and Friedberg Jewelry, all Detroit.

On Scene at Trial

WKRC Cincinnati was there—at scene of recent poison-murder trial of Mary Clay Watts. Tom McCarthy, news director at WKRC, phoned the verdict of acquittal and other stories and interviews to station where they were wire recorded. Mr. McCarthy had to phone all of the information while crouched under a desk to prevent background noises from interfering with recordings being made.

Talk to the President

LISTENERS to the *Ernie Tannen Show* heard Monday through Friday from 7:30 to 9 a.m. on WGAY Silver Spring, Md., had an opportunity to get a message directly to President Truman. Mr. Tannen called the White House and told Presidential Secretary Charlie Ross about his plan to have listeners report to the President on how they felt about current issues, and he would repeat their conversation over the air. If the President was listening, he heard many comments and complaints such as, ". . . build less monuments for ex-presidents and more schools for future presidents!" WGAY reports the response was overwhelming and the opportunity was appreciated to the fullest extent.

Parent Education Series

ILLINOIS CONGRESS of Parents and Teachers begins parent education series, *Forward United*, Dec. 21 on the U. of Illinois station, WILL Champaign, Ill., to acquaint listeners with work and organization of the ICPT. Scripts are produced in cooperation with the university and the Radio Council of the Chicago Public Schools. Transcriptions are being made available to local stations.

Name a Tune

EVERY listener a song writer! That's goal of *Calling All Song Writers*, new musical program with a contest gimmick on KOMO Seattle, Wednesdays (7-7:15 p.m.) under sponsorship of Morrison Music Co. Each week's program will feature a new, unnamed melody, and listeners are invited to supply title and lyrics. Everyone entering contest will receive a prize, and top winner gets $100 cash as well as participating in royalties of the song after publication.

Kitchen Doings

WBAL-TV Baltimore's new program *In the Kitchen with Mary Landis* [BROADCASTING, Dec. 6], will be aired from 1:30-2 p.m. instead of 2-2:30 p.m. Program takes air today (Dec. 13).

Music from Library of Congress

ON Friday, Dec. 10, WQQW-FM Washington began series of chamber music programs from Coolidge Auditorium of Library of Congress. Initial program was by Julliard String Quartet, quartet-in-residence at Julliard School of Music. Prominent artists will be featured on each program, including a spring series by the Budapest String Quartet, starting in March. Programs will be broadcast live.

Your Questions About Food

ANSWERS to questions concerni food, recipes and a story or two the romance of food, is format of n show on WMID Atlantic City, N. Program is conducted by Pete L dicos, known as the prognostica chef, and now executive chef Hotel Traymore in Atlantic City.

French Music—For Americans

FIVE centuries of French music ad an international flavor to progra scheduled by WAER, Syracuse U Syracuse, N. Y. Series is present through facilities of French Broa casting System and features wor of French artists. Other French pr grams to be offered include lesson information on provinces of Franc and background and culture French people.

Inauguration Ceremonies

WSB-TV Atlanta cameras we trained on Herman Talmadge and re cent ceremonies making him gove nor of Georgia. Station took air 11 a.m. and remained with the ina gural ceremonies until closing.

'Betty's Adventure Club'

NEW show designed for youngste of the "peanut gallery" age, *Betty Adventure Club*, bowed Dec. 4 WNAC Boston and Yankee Networ Designed for children from 3 to 1 show features Betty Tyson, m.c., wh asks questions and provides prizes fo correct answers. Highlight of pro gram are true life stories of famou people, which children dramatize Another feature of show is Adventu Club "Story of the Week," a tale heroism or achievement related b the child author.

Twisting the Knife

FRED ALLEN, never one for the downcast eye or muffled whisper, and the equally impious Henry Morgan, salted NBC's sorest wounds last Sunday night (NBC, 8:30-9 pm.). In a routine which featured the unemployed Mr. Morgan dressed as Santa Claus collecting funds for "The Morgan Foundation," radio's bad boy protested Mr. Allen's sympathy. "I'm doing very well, Fred," bragged Mr. Morgan, "I've got a capital gains deal with this chimney outfit." "Oh," countered NBC's dour comedian, "going over to the other side, eh?"

21st Year

regional promotion campaigns

HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

the answer to your Christmas gift problems...

BROADCASTING-Telecasting

at these *lower* rates

$7. for the 1st gift $6. for the 2nd
$5. each additional gift

RADIO-TV STATIONS—Alert your staff to today's challenging developments. BROADCASTING reports up-to-the-minute radio-important news, trimmed of all non-essentials. And it carries more radio-TV news than any other journal.

AGENCIES and ADVERTISERS—For the latest *first* its BROADCASTING across the board. Admen look for these regular features: *Telestatus Reports*—ideas, news and figures on TV's pitfalls, plans and progress; *AM & TV Showsheets*—what's on the nets, time, sponsors, adjacencies and availabilities; *Agencies*—personnel changes, mergers, new firms; alesucces$—how it's done; *New Business*—what's new and renewed; plus the *Continuing Study of Major Radio Markets.*

STUDENTS—Required text at 31 leading radio schools and universities, BROADCASTING enables students to study workaday radio at close range. BROADCASTING *today* means better broadcasters and brighter futures tomorrow.

Remember, when you give BROADCASTING you give the finest in radio for 52 weeks, plus radio's encyclopedia — the 1949 Yearbook.

Save yourself time and money; pay in January. Simply snip the handy coupons at the right. But do it *now* so we can announce your gift with a full-color Christmas card.

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
870 NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:

NAME_____

FIRM_____

☐ HOME_____

☐ BUS. ADD._____

CITY_____ STATE_____

BILL ME:

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:

NAME_____

FIRM_____

☐ HOME_____

☐ BUS. ADD._____

CITY_____ STATE_____

BILL ME:

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:

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FIRM_____

☐ HOME_____

☐ BUS. ADD._____

CITY_____ STATE_____

BILL ME;

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SEND **BROADCASTING** AS MY GIFT TO:

NAME_____

FIRM_____

☐ HOME_____

☐ BUS. ADD._____

CITY_____ STATE_____

BILL ME:

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:

NAME_____

FIRM_____

☐ HOME_____

☐ BUS. ADD._____

CITY_____ STATE_____

BILL ME:

A 1 1/2
BILLION
DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT
THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Production

BASIL RUYSDAEL, for past ten years announcer on NBC *Jack Benny Show* and *Hit Parade* for American Tobacco Co., has resigned due to movie commitments. **RANK MARTIN** replaces him.

FRANK WOODRUFF, former radio production head of Lennen & Mitchell Inc., Hollywood, has joined CBS Hollywood television station, KTTV, as staff director.

BEN MARTIN, author and playwright, has been appointed continuity director for WFIL and WFIL-TV Philadelphia. He joined station in June 1948, and has been preparing TV programs.

ENOCH SQUIRES, newspaper and radioman, has joined Rural Radio (FM) Network, Ithaca, N. Y. He will conduct daily 10 minute program, *The Circuit Rider*. He was formerly with KOIN Portland, Ore.

ROBERT GUGGENHEIM Jr., former assistant producer at Twentieth Century-Fox, Hollywood, has joined film department of KNBH (TV) Los Angeles.

RUDY BRETZ, production manager of WPIX (TV) New York, has resigned that post to complete a book, *The Tools of Television*. **DICK ROBBINS** of Television Workshop, and **GLORIA BRENNAN**, formerly with WFIL Philadelphia, are assisting Mr. Bretz.

JIM SIMPSON will join staff of WOIC (TV) Washington, effective Jan. 10, 1949. Mr. Simpson will leave WARK Hagerstown, Md., when he assumes his new position.

DON GIBSON and **ELSBETH HOFMAN** (Mrs. Gibson) have joined WSB-TV Atlanta, Ga., program department. At present time Mr. Gibson is producing and his wife is starring in WSB-TV women's feature, *At Home With Elsbeth*.

WARREN DANA has joined WCAE Pittsburgh as assistant to production manager **JOHN LEBAN**. Mr. Dana replaces **EDGAR LEWIN**, who will take charge of station's merchandising. Other WCAE personnel additions include: **MRS. BETTY ANDERSON**, music librarian and **MARY REIS**, continuity department.

BILL GENETT, staff announcer at KSTT Davenport, Iowa, has been promoted to chief announcer.

BOB PETERS has joined announcing staff of WLBR Lebanon, Pa. He was formerly with WAND Canton, Ohio.

CHARLES W. CHRISTENBERRY, freelance radio and television producer, has joined WQXR New York.

ARTHUR K. PEDERSEN, announcer at WKDN Camden, N. J., and Carolyn Gaworek were married Dec. 4.

JACK MORRISSEY has joined announcing staff of WAKR Akron, Ohio, where he will emcee morning *Musical Clock* show. He was formerly with WHKK Akron and WHK Cleveland.

DOUG WHELAN, former chief announcer of CKGB Timmins, Ont., has been transferred to CKWS Kingston, Ont.

GUY SAVAGE has been appointed program director of KLEE Houston, Tex. Mr. Savage was listed as Gus Savage in BROADCASTING, Nov. 29.

KAY DORIS has joined continuity staff of CHEX Peterborough, Ont.

SHELDON O'CONNELL, formerly of CFOS Owen Sound, and CKCR Kitchener, has joined announcing staff of CKWS Kingston.

TOM LOCKARD of CBS *Arthur Godfrey Show*, is the father of a girl, Paula.

JEANNE GRAY, of KMPC Hollywood's *Woman's Voice*, has been appointed to board of directors of women's division of Los Angeles Chamber of Commerce for coming year.

MARK STARBIRD, formerly of CKGB Timmins, has joined announcing staff of CJKL Kirkland Lake, Ont.

BERNIE ALLEN, formerly of KGFJ Hollywood, has joined announcing staff of WIND Chicago.

GIL BROOKS has resigned as program director of WTRR Sanford, Fla., to join WKNA Charleston, W. Va., as announcer.

MILT MITLER, production manager at WMID Atlantic City, N. J., has been promoted to program director.

MARK SHEELER, former disc jockey at WNAF Providence, R. I., has joined Marketcast Network, New York, project of Musicall Corp., as program director.

JACK M. COMBES has joined KANA Anaconda, Mont., as program director. He was formerly with WFUN Huntsville, Ala., and WMPS Memphis, Tenn.

BEULAH KARNEY, ABC's home economist at WENR Chicago, and **WILLIAM J. POWERS**, her announcer-producer, have announced their marriage.

WILLIAM L. STATES, former NBC New York television studio director, has transferred to KNBH, NBC Hollywood television outlet, in similar capacity.

WES BATTERSEA is m.c. for new KNX Hollywood *Call for Help* audience participation show.

EUGENE F. KILHAM, WHZ-FM [illegible] ton program supervisor, and Elizabeth Scalise were married Nov. 25.

AL ROSS, announcer and m.c. WBAL and WBAL-TV Baltimore, and Alice Mason were married Nov. 2[illegible]

MIKE WARREN of Sudbury, Ont. and **GEORGE HALL** of CKCR Kitchener, Ont., have joined announcing staff of CKGB Timmins, Ont. **WALLY ROWEGAN**, formerly of CFCH North Bay, Ont., has been transferred to CKGB as chief announcer.

Poll Payoff

RADIO POLLSTERS missed the jackpot Nov. 27 by not asking the $64 question. John Henry of KVOO Tulsa, was doing his play-by-play of the U. of Arkansas and Tulsa football game when the phone in the radio booth rang. With time out, he signaled for a commercial. Mr. Henry picked up the phone and a voice said: "Are you listening to your radio?" Mr. Henry came back with: "Yes. I'm listening to John Henry's exciting play-by-play account of today's game over KVOO." She didn't ask how many people were present. "Just think of it," he says, "there were 22,000 people there."

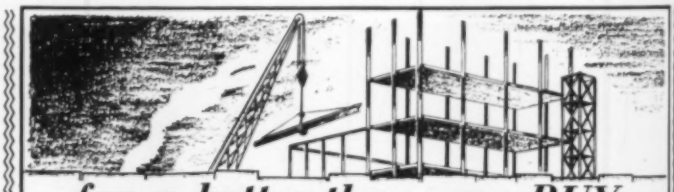
KCKN-FM STARTS

Capper's Fourth Station

KCKN-FM Kansas City took the air Nov. 29 as the fourth station of Capper Publications Inc., Ben Ludy, general manager of the licensee company, announced. Other Capper stations are KCKN Kansas City, WIBW and WIBW-FM Topeka, Kan.

Sports with Larry Ray will be featured on KCKN-FM, which will duplicate all KCKN sports features and originate others for FM only. KCKN-FM operates on Channel 29 (106.7 mc), with an effective radiated power of 20 kw.

There's No "HO-HUM" AT High-Hooper KOIL
ON THE JOB FOR YOU EVERY MINUTE IN OMAHA & Council Bluffs
BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

RESENT when Ohio Northern U. inferred an honorary Doctor of Laws egree on Comr. Robert Jones BROADCASTING, Nov. 29] were (l to r) mr. Jones; Fred Palmer, head of e Fred A. Palmer Co., radio con-ltants, and Dr. Robert O. McClure, esident of Ohio Northern who made the presentation.

IOFFMAN

WHFC Owner to Congress

ICHARD W. HOFFMAN, owner d operator of WHFC and EHS-FM Cicero, Ill., will be one the new legislators seated dur-g the 81st Congress when it con-nes Jan. 3.

Mr. Hoffman, who will celebrate s fifty-fifth birthday Dec. 23, will present the newly re-apportioned nth Congressional District of inois. A Republican, he defeated arvin J. Peters, Democratic can-idate for the seat.

A resident of Berwyn, Ill., Mr. offman is also a co-owner of Life rinting and Publishing Co., which ublishes the *Berwyn Life*, the *icero Life* and the *Stickney Life*, ch issued three times weekly. urrently he is president of the erwyn Board of Education, a post has held three times previously. e is a veteran of World War I.

AB Toronto Move

ANADIAN ASSN. of Broadcas-rs is moving its Toronto office on n. 1 from 80 Richmond St. West, 37 Bloor St. West, Toronto. Pat eeman, newly appointed broad-st advertising manager, will be charge of the office.

AMERICAN TOBACCO

FTC Hearing Completed

BOTH American Tobacco Co. and the government rested their cases Tuesday (Dec. 7) in the four-year-old complaint of the Federal Trade Commission against the company for alleged misleading advertising of Lucky Strike cigarettes on the radio and in the press.

At a hearing in the FTC offices in New York before Trial Examiner John L. Horner, each side announced that it had no further evidence to present.

A quick decision on the merits, however, is not likely. Next step in the case will be the filing of motions taking exceptions to Examiner Horner's rulings on admissibility of evidence.

Horace G. Hitchcock and Walter T. Southworth, company attorneys who are members of the New York firm of Chadbourne, Wallace, Parke & Whiteside, asked for 60 days to prepare such motions. In asking for so long a time, they pointed to the nearness of the long holiday season and the complexity of the case.

The complaint itself has been hotly contested by the company, which has denied the charges of misleading advertising. Altogether, more than 700 witnesses have been heard, 10,000 pages of testimony taken and hearings held in Washington, New York, Los Angeles, Chicago, all the cigarette tobacco belts and many other places.

Examiner Horner ruled that the briefs on the motions should be presented by Feb. 1 and that argument on them be held in Washington Feb. 8.

In the complaint, American Tobacco is alleged to have misrepresented Luckies in network commercials, in magazines and newspapers. Commercials read on Lucky Strike shows during the five-year period prior to March 1944, were introduced in evidence.

Among the misrepresentations alleged are: That Luckies are toasted; that among tobacco experts such as buyers, auctioneers and warehousemen more than twice as many smoke Luckies as any other brand; that Luckies are less acid, less irritating to the throat and contain less nicotine than other brands; that Luckies consistently pay more for cigarette tobacco at auctions than the company's competitors. The company has denied that its claims are misrepresentations.

WANDER—FTC

Misleading Ads Charged

FEDERAL Trade Commission concluded a full week of testimony Dec. 3 on a hearing involving a complaint against Wander Co. Firm is charged with misleading advertisement in connection with its product, Ovaltine. Radio advertisements were among those involved in the complaint. Further testimony will be heard in Washington Jan. 24.

The recent hearing featured government testimony by experts intended to refute certain claims made by Wander Co. with regard to therapeutic qualities of its product.

HOOPER POLLS

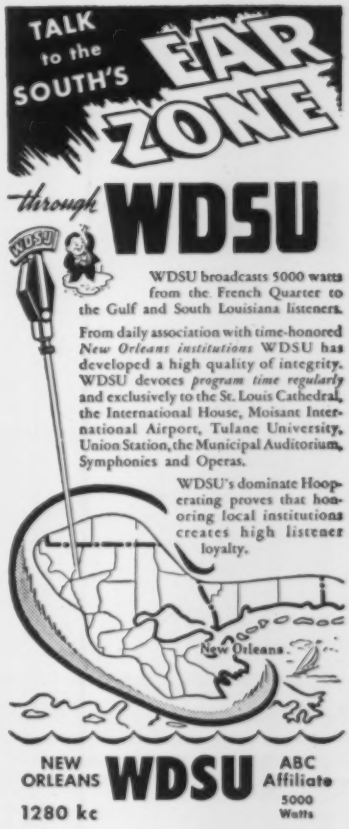
Defended by Arnoux

"GALLUP is an opinion poll . . . Hooper is a fact poll."

That fine distinction was painted out in a letter, which came to light last week, by Campbell Arnoux, president of WTAR Norfolk, Va., in defense of radio audience ratings. The letter, written Nov. 11 during the heat of post-election explanations, appeared in a column by Warner Twyford, of the *Norfolk Ledger-Dispatch*. Mr. Twyford had attacked radio measurements as inaccurate and likened them to the Gallup Poll.

The WTAR president declared: "The Hooper Surveys have never been regarded by either networks, agencies, stations or advertisers as absolutely exact measurements but each is subject to some variation . . . so stated. . . . They are intrinsically comparative studies and they have proven sufficiently accurate to warrant very hard-headed business men to spend large sums of money . . . to have them. . . ."

Mr. Arnoux then scored the basis of Mr. Twyford's intended comparison between the Gallup Poll and Hooper Survey, one also drawn by Harry Bannister, WWJ Detroit general manager, last month [BROADCASTING, Nov. 8]. Maintaining there was no resemblance, Mr. Arnoux wrote: "The Gallup Poll is based on questions asked individuals of their opinion or intentions, either of which could change. . . . The Hooper Survey is based on questions of concrete fact, i. e., 'Is your radio now turned on?,' etc. . . . As you see, Gallup is an opinion poll. . . . Hooper is a fact poll."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ACTIONS OF THE FCC

DECEMBER 3 to DECEMBER 9

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

December 3 Decisions . . .

ACTIONS ON MOTION
(By Commissioner Webster)

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition for continuance of consolidated hearing presently scheduled Dec. 9, to Jan. 10, 1949, at Greenwich, and Jan. 11 at Norwalk, Conn., in re application and that of Fairfield County Bcstg. Co.

Crescent Broadcast Corp., Shenandoah, Pa.—Granted petition to dismiss without prejudice AM application.

WJOC Jamestown, N. Y.—Granted petition for leave to amend application to specify 1240 kc 250 w in lieu 1410 kc 1 kw, etc. Amendment was accepted and application removed from hearing docket.

Whittier Bcstg. Co., Whittier, Calif.—Granted petition for leave to amend FM aplication to add revised engineering information.

Atlantic Bcstg. Co. Inc., New York—Granted petition for leave to amend FM application to specify revised engineering information, etc.

Antelope Valley Bcstg. Co., Lancaster, Calif.—Granted petition for leave to amend application to show change in stock interests of limited and general partners of applicant corp.

Pioneer Bcstrs. Inc., Pleasantville, N. J.—Dismissed as moot petition requesting enlargement of issues in re applications in Docket 8104 and 7965.

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Granted petition for additional time to reply to petition filed by Skyway Bcstg. Corp. for reinstatement of application and time was extended to Dec. 29.

Hollywood Community Radio Group, Hollywood, Calif.—Granted petition to dismiss without prejudice FM application.

Radio Calumet Inc., Gary, Ind.—Granted petition to dismiss without prejudice AM application.

Lake Bcstg. Co. Inc., Gary, Ind.—Granted petition for leave to amend AM application to show addition to new stockholders, etc. Amendment was accepted and application removed from hearing docket.

December 3 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WKLV Blackstone, Va.—Assignment of license from Frank W. Wagner to Nottoway Bcstg. Co. Inc.

Modification of CP

KFBK Sacramento, Calif.—Mod. CP increase power etc., for extension of completion date.

KWIE Kennewick, Wash.—Mod. CP new AM station for extension of completion date.

WIPR Santurce, P. R.—Same.

WAFM-TV Birmingham, Ala.—Mod. CP new commercial TV station for extension of completion date.

WSEE St. Petersburg, Fla.—Same.

KECA-TV Los Angeles—Same.

WSB-TV Atlanta, Ga.—Same.

WWJ-TV Detroit—Same.

WXYZ-TV Detroit—Same.

WJZ-TV New York—Same.

WXEL Cleveland—Same.

TENDERED FOR FILING

FM—88.1 mc

Board of Trustees, Free Public Library, Louisville, Ky.—CP new noncommercial education FM station, Channel 201 (88.1 mc), 10 w.

AM—970 kc

WJMX Florence, S. C.—CP change from 5 kw D to 5 kw-D 100 w-N unl.

Assignment of License

WEMB WEMB-FM San Juan, P. R.—Assignment of license for AM and FM CP from El Mundo Bcstg. Corp. to Angel Ramos d/b as El Mundo Bcstg. Co.

Modification of License

KSFE Needles, Calif.—Mod. license change hours from unl. to specified as 7 a.m. to 7 p.m.

December 6 Applications . . .

ACCEPTED FOR FILING

AM—1570 kc

Home Bcstrs. Inc., Logansport, Ind.—CP new AM station 1570 kc 1 kw D AMENDED to request 500 w.

AM—1280 kc

Wachusett Bcstg. Co., Fitchburg, Mass.—Cp new AM station 1450 kc 500 w D AMENDED to request 1280 kc.

AM—1600 kc

Wheeling Bcstg. Co., Wheeling, W. Va.—CP new AM station 1600 kc 250 w D AMENDED to request 500 w.

License Renewal

License renewal applications for AM stations received from: WFOM Marietta, Ga.; WMPC Lapeer, Mich.; KSWM Joplin, Mo.; KANA Anaconda, Mont.; WENY Elmira, N. Y.

Assignment of License

KPIK San Luis Obispo, Calif.—Assignment of license from James L. Harris, S. H. Frowein, Aram S. Rejebian and Emma Widman d/b as San Luis Obispo Bcstg. Co. to S. H. Frowein, Aram S. Rejebian and Emma Widman d/b as San Luis Obispo Bcstg. Co.

Transfer of Control

KITO San Bernardino, Calif.—Acquisition of control from Herbert L. Pettey and William B. Dolph to Carl Dexter Haymond.

WFYC Alma, Mich.—Transfer of control from Cleon Von Riper to Merle R. Rhoads.

WITA San Juan, P. R.—Transfer of control from Bernard and Elizabeth A. Rubell to Antonio Ayuso Valdivieso.

Modification of CP

KXOC Chico, Calif.—Mod. CP new AM station to change trans. site AMENDED to change power from 1 kw unl. to 1 kw-N 5 kw-D and change type trans.

WCON-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

WSNJ-FM Bridgeton, N. J.—Same.

WHK-FM Cleveland—Same.

WELD Columbus, Ohio—Same.

KHCO Houston, Tex.—Same.

WCAC Anderson, S. C.—Mod. CP new FM station to change ERP from 33.2 kw to 40.7 kw, ant. height above average terrain from 395 ft. to 376 ft., change studio site and make changes in ant.

License Renewal

WOPT Oswego, N. Y.—License renewal FM station.

Modification of CP

WPIX New York—Mod. CP new commercial TV station for extension of completion date.

WDTV Pittsburgh—Same.

License Renewal

WCBS-TV New York—License renewal TV station.

License for CP

WFBR-FM Baltimore—License to cover CP new FM station.

Transfer of Control

WIL-FM St. Louis—Acquisition of control by L. A. Benson through retirement of 49 sh held by C. W. Benson.

TENDERED FOR FILING

Modification of CP

WRMS Ware, Mass.—Mod. CP increase 500 w to 1 kw, on 1250 kc D.

APPLICATION DISMISSED

WOV New York—DISMISSED Dec. 2 application for transfer of control from Arde Bulova and Harry D. Henshel to General Bcstg. Corp.

AM STATION DELETED

KYNG Idaho Falls Bcstg. Co., Idaho Falls, Ida.—DELETED AM station on 1230 kc 250 w unl. and call cancelled.

December 7 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WABB Mobile, Ala.—CP change from 1480 kc to 1320 kc and make change in DA.

Transfer of Control

WJOC Jamestown, N. Y.—Transfer of control from Robert L. Blalock to Harry E. Layman.

License Renewal

License renewal applications filed following AM stations: WHIN Harlan, Ky.; WJEF Grand Rapids, Mich.; WCMA Corinth, Miss.; KRES St. Joseph, Mo.; WMFR High Point, N. C.; KAST Astoria, Ore.; KOAL Price, Utah; WJOY Burlington, Vt.

Modification of CP

WGBS Miami, Fla.—Mod. CP increase power etc. for extension of completion date.

FM—107.1 mc

WLEY Elmwood Park, Ill.—Change ERP to 1 kw and ant. height above average terrain from 240 to 25 ft.

Modification of CP

KMPC-FM Los Angeles—Mod. CP new FM station for extension of completion date.

WLAD-FM Danbury, Conn.—Same.

KRMD-FM Shreveport, La.—Same.

WGTR Boston—Same.

WTOA Trenton, N. Y.—Same.

WNAR-FM Norristown, Pa.—Same.

TENDERED FOR FILING

Transfer of Control

WTVN Columbus, Ohio—Transfer of control of TV station from Pictures Waves Inc. to Edward and Prudence H. Lamb.

WSNY Schenectady, N. Y.—Transfer of minority stock of licensee, Western Gateway Bcstg. Corp.

Assignment of License

KTAE Taylor, Tex.—Assignment of license from Graham Gillis Conoley, Dr. Raymond Garrett and K. L. McConchie d/b as Williamson County Bcstg. Co. to KTAE Inc.

KFXD KFXD-FM Nampa, Ida.—Assignment of licenses from Frank R. Hurt & Son, partnership, to corporation of same name.

WLPO La Salle, Ill.—Assignment of license from F. F. McNaughton and Louis F. Leurig d/b as The La Salle County Bcstg. Co. to The La Salle County Bcstg. Corp.

Modification of CP

WKNK Muskegon, Mich.—Mod. CP change hours from D to unl. and install DA-N, using 1 kw on 1600 kc.

APPLICATION RETURNED

Central Ohio Bcstg. Co., Galion, Ohio—RETURNED Dec. 2 as incomplete application for CP new AM station 590 kc 1 kw unl.

APPLICATION DISMISSED

WDSU-TV New Orleans—DISMISSED Dec. 3 at request of attorney application for assignment of CP from Stephens Bcstg. Corp. Inc. to International City Bcstg. Service Inc.

December 7 Decisions . . .

BY THE SECRETARY

WSRK Shelbyville, Ind.—Granted license new FM station.

KXIC Iowa City, Iowa—Granted license new standard station 800 kc 1 kw D DA.

KHMO Hannibal, Mo.—Granted license change frequency, increase power, install. new trans. and DA-DN and change trans. location.

KFDX KFDX-FM Wichita Falls, Tex.—Granted voluntary assignment of license and CP from Darrold Alexander Cannan tr/as Wichtex Bcstg. Co. to Wichtex Radio and Television Co.

(Continued on page 88)

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FCC Actions

(Continued from page 86)

Decisions Cont'd.:

KXYZ KXYZ-FM Houston, Tex.—Granted voluntary assignment of license from Harris County Broadcast Co. to Shamrock Bcstg. Co.; and voluntary assignment of CP.

KENE Belen, N. M.—Granted mod. CP for approval of ant., trans. and studio locations.

Following were granted mod. CPs for extension of completion dates as shown: WMAR-TV Baltimore, to 1-16-49; KFI-TV Los Angeles, to 6-30-49; WHK Cleveland, to 3-27-49; WIBC Indianapolis, to 3-15-49; WAGC-FM Chattanooga, Tenn., to 6-6-49(*); WFBM-FM Indianapolis, to 6-15-49(*).

(*)On condition that construction be completed or interim operation provided by that date.

WLBJ Bowling Green, Ky.—Granted license install. new vertical ant. and mount FM ant. on AM tower.

WJJJ Montgomery, Ala. — Granted license new standard station 1170 kc 1 kw-N 10 kw-LS DA unl.

KCHE El Reno, Okla.—Granted license new standard station 1590 kc 500 w D.

WHOD Homestead, Pa.—Same—860 kc 250 w D. specify studio location.

KCVR Lodi, Calif.—Granted license increase power, install. new trans. and changes in ground system.

Scripps-Howard Radio Inc., Cleveland, Ohio—Granted license for new exp. TV relay W8XCS.

WRFS Alexander City, Ala.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WBET Brockton, Mass.—Granted CP reinstate AM CP.

WFLB Fayetteville, N. C.—Granted CP make changes in vertical ant. and mount FM ant. on the AM tower.

The Fort Industry Co., Detroit, Mich.—Granted CP new exp. TV relay W8-XAO.

Carter Publications Inc., Fort Worth, Tex.—Same for W5XRW.

WTNS-FM Coshocton Bcstg. Co., Coshocton, Ohio.—Granted request to cancel CP new FM station.

WLXW Carlisle, Pa.—Granted mod. CP to change type trans.

Following were granted mod. CPS for extension of completion dates as shown: KCMC-FM Texarkana, Tex., to 6-15-49; WRHI-FM Rock Hill, S. C., to 2-11-49; WCIL-FM Carbondale, Ill., to 7-1-49; KSD-FM St. Louis, to 3-16-49; WTTH-FM Port Huron, Mich., to 2-1-49; WHMA-FM Anniston, Ala., to 6-23-49; WNOI Oak Park, Ill., to 2-28-49; WNIQ Uniontown, Pa., to 1-30-49; WKNE-FM Keene, N. H., to 3-21-49; WABF New York, to 3-21-49; KOCY-FM Oklahoma City, to 6-25-49; WHHM-FM Memphis, Tenn., to 2-18-49; WCOV Montgomery, Ala., to 12-19-48; WWSW Pittsburgh, to 6-15-49; KSOL Yuma, Ariz., to 6-1-49; WATV Newark, N. J., to 7-9-49; KNBH Los Angeles, to 3-15-49; WCAU-TV Philadelphia, to 3-15-49; WNAC-TV Boston, to 3-1-49.

WCNU Crestview, Fla.—Granted license new standard station 1010 kc 1 kw D.

KDSX Denison, Tex.—Same 1220 kc 1 kw D.

WSLS Roanoke, Va.—Granted license change frequency, increase power, install. new trans. and DA-DN and change trans. location.

WRHI Rock Hill, S. C.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

KTRB Modesto, Calif.—Granted CP make changes in DA and mount FM ant. on top of center AM tower.

KSIB Creston, Iowa—Granted CP reinstate AM CP.

KREI Farmington, Mo.—Granted CP mount FM ant. on AM tower.

WEPM Martinsburg, W. Va.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

KICM Mason City, Iowa—Granted mod. CP for extension of commencement and completion dates to 60 days after grant and 240 days thereafter respectively, after Commission's action on petition for reconsideration filed by KAUS Austin, Minn.

KWRE Warrenton, Mo. — Granted mod. CP for approval of ant. and trans. location and change studio location.

WNAG Grenada, Miss. — Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

WBGR Jesup, Ga.—Granted mod. CP for approval of ant. and trans. and studio locations.

WPAW Pawtucket, R. I.—Granted mod. CP for approval of ant. and trans. location and change type trans.

WSNW Seneca, S. C.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

WONW Defiance, Ohio. — Granted mod. CP for approval of ant. and trans. location.

WNNT Warsaw, Va.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

Following were granted mod. CPs for extension of completion dates, as shown: KYW Philadelphia, to 3-13-49; WONE Dayton, Ohio, to 12-15-48; KTRN Wichita Falls, Tex. to 2-15-49; KNBC San Francisco, to 6-9-49.

WFMR New Bedford, Mass.—Granted license new FM station.

WJTV Syracuse, N. Y.—Granted assignment of CP from Meredith Pub. Co. to Meredith Syracuse Television Corp.

WKDN Camden, N. J.—Granted mod. CP change type trans.

WWWW Rio Piedras, P. R.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: WDAR-FM Savanah, Ga., to 3-23-49; WEST-FM Bethlehem, Pa., to 6-15-49; WLAG-FM LaGrange, Ga., to 5-20-49; KABC San Antonio, Tex., to 6-8-49.

Licenses of following remote pickup stations heretofore extended upon temp. basis to 3 a.m. EST., Dec. 1, 1948, are further extended upon temp. basis only, pending receipt of and/or determination upon application for renewal of licenses in no event later than 3 a.m. EST, March 1, 1949: WEPA, Edwin H. Armstrong, Area New York; KABD KAOG KAOY, Don Lee Bcstg. System, Area Los Angeles; KAAD KTSN, Tarrant Bcstg. Co., Area Fort Worth; WAAI WAAQ WEMU WEMV WEMW, The WGAR Bcstg. Co., Area Cleveland.

Albuquerque Bcstg. Co., Albuquerque, N. M.—License of remote pickup KNHU heretofore extended upon temp. basis only to 3 a. m. EST 12-1-48, was further extended upon temp. basis only, pending receipt of and/or determination upon application for renewal of license for standard station KOB, in no event later than 3 a.m. EST 3-1-49.

WMAR, The A. S. Abell Co., Baltimore—Cancelled CP new AM station in that city, which was to operate on 850 kc 1 kw unl. DA. This was done at request of Abell Co. which said it wants to concentrate on development of TV and FM.

December 8 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

CPs for one Class A and two Class B FM stations authorized by Commission for outlets previously holding CGs; CPs in lieu of previous cond. issued to eight FM stations; noncommercial educational FM station granted (See story this issue).

Modification of CP

WNBZ-TV Binghamton, N. Y. — Granted mod. CP in part, to change trans. site, install new ant.; reduced power to vis. 12 kw, aur. 11.7 kw, so that coverage will be equivalent to that presently authorized.

WBKB Chicago—Granted mod. CP in part, to reduce power to vis. 11 kw, aur. 7.5 kw, so that coverage remains equivalent to that specified in present CP; approval of site and change equipment.

KFI-TV Los Angeles—Granted mod. CP to make ant. changes and change vis. ERP from 29.6 kw to 31 kw; ant. 3100 ft.

Hearing Designated

WUTV Indianapolis—Designated for hearing application for additional time in which to complete construction of TV station.

(Continued on page 97)

WHBL-FM

Special Show Marks Deb

INAUGURAL program of the *Sheboygan* (Mich.) *Press*' new FM outlet, WHBL-FM, was held Dec. 1. The station operates on 100 mc (Channel 262) with 15 kw ERP.

Welcoming messages were extended to the new audience by A. Matt Werner, president of WHBL Inc.; G. P. Richards, station manager, and Mayor Willard M. Sonnenburg. WHBL highlights were related by Casey James, WHBL staff veteran, and Hirard Born, business manager of the *Sheboygan Press*. Other greetings were sent by FCC Chairman Wayne Coy and ABC commentators Walter Winchell and Drew Pearson.

Mr. Richards

WHBL-FM will operate from 6 a.m. to 11 p.m., duplicating WHBL programs, including those of the ABC network. Station's 461-ft tower is located south of Sheboygan. WHBL-FM, which began test patterns Nov. 15, plans to cover an area bounded by Milwaukee, Green Bay and Fond du Lac with its signal.

KWRN-FM Starts

KWRN-FM Reno, Nev., licensed to Reno Newspapers Inc., has begun a fulltime operation on Channel 293 (95.5 mc). Transmitter is seven miles north of Reno atop Mt. Peavine, 8,277 feet above sea level. Transmitter house has ten rooms for living quarters, two-car garage and full basement. Merrill Ingram is general manager of KWRN-FM and KWRN, 250 w fulltime ABC outlet on 1490 kc.

WPTF Raleigh, N. C., last month played host to 40 members of the Raleigh Chamber of Commerce Industrial Committee. Guests were taken on a tour of transmitter facilities and were served luncheon by the station.

MA STANDARDS

Undergo Revisions

IRTEEN new and revised engi-ering standards for the radio nufacturing industry, bringing rtime and postwar progress into air provisions, have been an-unced by Radio Mfrs. Assn. option of RMA standards by nufacturers is strictly volun-y.

The standards cover broadcast-audio facilities; numerical lues; preferred values; moulded ca capacitors; fixed composition sistors; fixed wire wound resis-s; TV relay electrical standards; ed paper dielectric capacitors in ular non-metallic cases; vibra-power transformers; broadcast iver power transformers; vari-control resistors; high-fre-ency circuit switches; designa-system for cathode ray tubes.

ARNOFF

Invents Signalling System

PATENT covering a secret sig-lling system has been issued to g. Gen. David Sarnoff, presi-t and chairman of the board of dio Corp. of America. Follow-the practice of other RCA in-tors, Gen. Sarnoff assigned his ent to the company.

The signalling system permits inary messages to be converted a succession of arbitrary sym-s and to be transmitted by simile or television to a receiv-g and decoding terminal.

Decoding of the message at the eiving terminal may be done her manually or automatically, e patent papers revealed. Un-r the manual method, an opera-, using a special typewriter uipped with keys carrying the mbols, reads the characters, esses the proper keys and con-rts the message to its original t.

The manual method may be de automatic at the receiving int by adding coded impulses to h secret symbol at the time of simile transmission.

Milestones . . .

► Special 18 page television section was published by *The Milwaukee Journal*, licensee of WTMJ-TV Milwaukee, on Nov. 28 to honor station's first anniversary on air. Front page and some advertisements were in color, and section featured television news stories, features and highlights of WTMJ-TV's first year of operations.

► St. Georges & Keyes, New York advertising agency, held a ninth-anniversary party attended by 300 guests. Proceedings, including election of "Miss Coverage," an annual anniversary event, "mock televised" by WCBS-TV

ANOTHER year of famous food program, *The Marjorie Mills Hour*, on five-station New England Regional Network is assured with signing of new 52-week contract. Several advertisers sponsor show, one of New England's oldest, on participating basis. L to R: James E. Murley, president and treasurer, Broadcast Advertising Inc., operators of program; Dana Baird, Boston manager, Weed & Co., and Walter Johnson, New England Regional Network.

New York. . Agency hopes to really televise the event in coming years.

► WJNC Jacksonville, N. C., had its third anniversary on Nov. 26, with a special half-hour broadcast featuring civic leaders from eastern North Carolina.

► Today, Dec. 13, *Ma Perkins* will celebrate its 15th anniversary. Program is heard five-weekly from 2:15-2:30 p.m. on NBC. Sponsor is Procter & Gamble, Cincinnati.

► WFIL Philadelphia, on first birthday of its *Breakfast at Click* show had 100 sets of twins as its guests. Sponsor is Parkway Twin-Pack Bread.

► WDRC Hartford, Conn., celebrated its 26th anniversary week of Dec. 5.

► Helen Butler, secretary to J. A. Dupont, president and general manager of CJAD Montreal, is celebrating her 20th anniversary in radio.

► Dec 15, WGIV Charlotte, N. C., honors its first anniversary on the air with a special hour-long program featuring outstanding station events.

► On Dec. 1, WGAC Augusta, Ga., held its eighth anniversary celebration.

► The Georgia Sports Network, Columbus, Ga., started its 12th year of play-by-play sportscasting on Nov. 27, with broadcast of the U. of Georgia-Tech football classic.

► To celebrate its first anniversary on Dec. 8, KFRM (FM) Kansas City, Mo., conducted an anniversary contest, the grand prize being a 1949 Kaiser automobile.

► WMNB North Adams, Mass., celebrated its first anniversary on Nov. 23rd, with special programs, promotion features, including a full-page newspaper spread inviting people to attend its open house studio birthday party.

JOHN BARRON

Consulting Engineer Dies

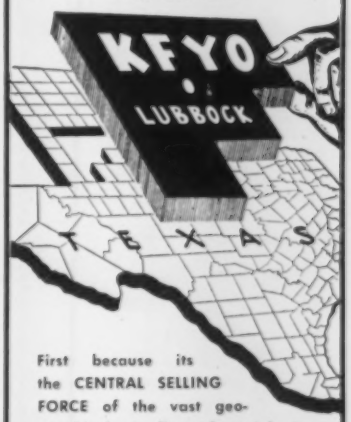
JOHN H. BARRON, 48, sole owner of the Washington consulting radio engineers firm bearing his name, was found dead in the garage of his Bethesda, Md., home Dec. 4. Death was due to asphyxiation.

Mr. Barron had operated the firm, located in Washington's Warner Bldg., since November 1935. Previously he had served as senior engineer in FCC's engineering department. He started in Federal radio legislation in December 1925.

The consultant firm will continue to operate along the same pattern as in the past, according to George E. Gautney, an associate of Mr. Barron. A possible change of name is dependent upon the will of beneficiaries, he said, and may be discussed in the next few weeks. Clyde H. Bond is the other associate in the firm.

Mr. Barron is survived by his wife Ruth, and two daughters Elizabeth and Violet.

FIRST IN THIS BIG WEST TEXAS MARKET



First because its the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal. 1340 on the dial.

affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN
Represented by
TAYLOR-BORROFF & CO., INC.

Only station saturating rich Western Washington market!

KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Down in Carolina ☆ ☆ ☆ ☆
"Nothing Could Be Finer"
WNAO RALEIGH
North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC.
Ask AVERY KNODEL, INC.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Capable station manager with selling ability for 250 watt Wisconsin station. Box 480, BROADCASTING.

Salesmen

Aggressive livewire salesman with experience in radio sales, liberal draw against commissions. Potential earnings virtually unlimited. Market is open and station well received. Background and references first letter to Sales Manager, WLOU, Louisville, Kentucky.

Exceptional sales opportunities for experienced radio time salesmen. New 10,000 watt station, with application for 50 kw and TV, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission. For appointment for interview, write or wire Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Wanted: Experienced radio salesmen to travel the area comprised of Montana, Wyoming, Utah, Colorado, Arizona, New Mexico. This position consists of calling on radio stations, training and supervising men. Car is necessary. Excellent remuneration. Write Box 493, BROADCASTING.

Time salesman who will work. Has proven sales record. We offer good job with progressive network affiliate with AM and TV in major southern market. Drawing account fitted to your needs against 15% commission. Enclose photograph, past sales record reference. Box 524, BROADCASTING.

Salesmen calling on stations—non-conflicting sideline. Healthy commission. Worth effort. Box 528, BROADCASTING.

Announcers

Announcer for New York State station. Must have good educational background and no accent. Box 491, BROADCASTING.

WAIM—Anderson, S. C. needs three announcers, sportsman, newsman and 1st class disc jockey. Good base pay, talent, insurance, and bonus. Will accept only permanent employees, prefer South Carolinians. Personal interviews only. No phone or letters. Box 465, BROADCASTING.

WDAR, Savannah, Georgia, interested in versatile announcer, six night shifts per week, $1.00 per hour and overtime, guaranteed fifty hours per week. Talent comes later. Send transcription and photo, plus date available with first letter.

Combination announcer-engineer, with first class ticket, wanted by progressive network station. Start at $60.00. No students need apply. Submit audition disc to Doyle Osman, KXO, El Centro, Calif.

Experienced announcer—Midwest CBS regional. Send minimum salary requirements, audition disc and references. Box 485, BROADCASTING.

Wanted—Good, experienced announcer who can write commercial copy and service accounts. Must like night work. Send disc and full details, including references to Radio Station WOMI, Owensboro, Ky.

Announcer-engineer with emphasis on announcing, Rocky Mountain network station. Send disc and full information. Box 372, BROADCASTING.

Combination announcer-engineer with first class ticket by Hudson Valley independent 250 watt, fulltime station. Accent on announcing, forty hour week with twenty as combination. Must have experience announcing. Box 418, BROADCASTING.

Announcer—Opening near future for all-round, eager young announcer with midwest NBC affiliate. Send disc and background. Box 507, BROADCASTING.

Wanted—Combination announcer-engineer, first class ticket for southeastern independent station. Opportunity for experience and advancement. Send disc and full particulars. Box 514, BROADCASTING.

Help Wanted (Cont'd)

Technical

Chief engineer wanted—250 watt, fulltime network midwest small market station desires experienced, industrious, loyal chief. Must be neat in workmanship, proud of perfection, reliable beyond reproach. Permanent to right man. Start at $70. Address full reply and picture to Box 350, BROADCASTING.

Wanted—12 radio broadcast technicians with radio telephone first class licenses, to begin work within next 90 days. Pay better than average. Location southeast. Give references, whether presently employed, also last employer. Box 329, BROADCASTING.

Engineer, first phone ticket. Single man preferred because of local housing shortage. State salary requirements, experience, full background and employment record first letter. W. W. Walrath, Manager, WICA, Inc., Ashtabula, Ohio.

Excellent job available January 1 for experienced combination engineer-announcer. Salary commensurate with ability. Write full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

$50.00 week to first phone engineer with good voice as GI trainee. Combination man. WRNO, Orangeburg, S. C.

Wanted—Combination licensed engineer and announcer. WKLV, Blackstone, Va. Call J. L. Manson 80.

Staff technician, 5000 watt DA Albuquerque, New Mexico, KGGM.

Engineer—First class ticket. For 250 watt station in large market. $45.00 for 40 hours. Write WZIP, Covington, Ky.

Wanted—Operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter WKPT, Kingsport, Tennessee.

Position open for first class engineer with AM-FM network affiliate. Wire WFNC, Fayetteville, North Carolina.

Combination engineer-announcer. Engineering experience unimportant. Small southern town. Cost of living low. Send disc and salary required first letter. Box 501, BROADCASTING.

Production-Programming, others

Continuity director-writer for NBC affiliate. Background in writing, sound, selling copy important together with knowledge of building both et and live shows. Excellent salary for right man. Send script samples to WTAC, Flint, Michigan.

Graduate home economist to write and broadcast daily kitchen type program and daily extemporaneous report from the Municipal Food Terminal. Important established position. Bright future. KMBC, Kansas City, Missouri.

Wanted—Continuity director 5000 watt Mutual affiliate located mountain states. Start $70.00. Box 338, BROADCASTING.

Situations Wanted

Managerial

Sales manager—Assistant general manager now working 5000 watt affiliate major market desires change. Wide experience all phases radio. Programming, production, selling, administration, public relations, promotion, news, sports, writing, music. Top man. Top references. Box 419, BROADCASTING.

Executive (early 30's). Now in educational radio and television in New York City, desires position as small station manager or medium station program director. Experienced local and network radio production and sales. Solid basic TV training. Has national contacts. Bilingual. Willing settle any part of country. Box 526, BROADCASTING.

Situations Wanted (Cont'd)

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Manager now operating successful independent wants to return to network operation. Fifteen years experience all phases independent and network. Top references, proven record. Family man, available thirty days notice. Box 455, BROADCASTING.

Manager—Now working at 1000 watt station. Knowledge all phases of radio broadcasting. Selling, announcing, etc. Want manager's job in southern station. Box 432, BROADCASTING.

Manager or commercial manager—harmonious working and living conditions are first consideration. Thoroughly versed in sales, programming and personnel. In position to move anywhere in United States, but prefer an eastern or midwestern city of upwards of 100,000. Available on short notice. Box 416, BROADCASTING.

Manager, program director. Well educated, veteran, 13 years experience in small and major markets. Knows commercial radio cold. Box 410, BROADCASTING.

Know-how for sale! Fourteen years of it. Up from the ranks—copy, production, sales promotion, sales, programming, management. Need KH? Plus finesse, enthusiasm, a broad back, a doer? Want clear channel, regional, independent experience coupled with pinch-penny know-how? Let's get together! That is, if you want to buy know-how. Box 466, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Commercial manager—Available short notice for station north of Mason Dixon line. Experienced on both local and regional, independent and network stations. Proven sales record. Top references. Now commercial manager of 5 kw network station in south. Salary secondary to desirable location with reliable firm. Box 467, BROADCASTING.

Announcers

Announcer—Veteran, married. Wide experience on both independent and network affiliates. Rated top news-commercial man. Also live talent, popular and classic disc shows. Box 469, BROADCASTING.

Experienced announcer, married. Desires position with progressive southern station. Box 481, BROADCASTING.

I'm employed, but want east coast. Sports (play-by-play), news, preferred. Will do staff job if able to do sports. Five years experience. Good reference, vet, married. $75.00 minimum. Box 482, BROADCASTING.

Attention Chicago—Well known announcer-producer-executive wants position with agency or station. Fine record, aggressive, reliable, age 36, ten years top Chicago radio. One year of television. Box 396, BROADCASTING.

Announcers, continuity copywriters, combination men ready for placements. All trained in production, traffic and studio technique, Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri. Will send disc, etc.

Announcer—Newscaster, 25 year commercial experience. Hard worker. Minimum salary to start. Prefer Illinois vicinity. Box 483, BROADCASTING.

Announcer—Three years experience all phases programming-production. Presently employed. Box 429, BROADCASTING.

Announcer, 28, married, college graduate. Three years experience as program director and chief announcer. Former communications officer. Accept announcing position with progressive station in midwest or midsouth. Box 439, BROADCASTING.

Announcer, age 22, 19 months experience, excellent voice. Operate console. Box 436, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, experienced in commercials, newscasting disc shows, acting. Will travel. Eligible for GI training. Joe Adelmann, 452 Onderdonk Ave., Brooklyn 27, N. Y.

Announcer, graduate radio school wants some time on Texas station. Would like permanent position within 30 miles of Chicago. Bill Ivey, 6945 W. George Street, Chicago, Illinois.

Experienced announcer-writer seeks position in energetic station. Will travel. Box 468, BROADCASTING.

Announcer. Several years experience all phases of radio. Specialty music. Now employed but would welcome change to east or New England with opportunity. Disc and photo upon request. Write or wire Box 470, BROADCASTING.

Announcer—Married vet. Experienced in all phases of staff work. Box 480, BROADCASTING.

Announcer — 2½ years experience. Strong on sports and newscasting. Disc jockey commercials. Can operate board. Married. Desire permanent position. Box 488, BROADCASTING.

Topnotch announcer. Five years experience, desires permanent position in well established 5 kilowatt or larger station. Available January 1st. Disc upon request. Box 471, BROADCASTING.

Capable announcer—Wide experience. Interested in permanent spot with station offering future opportunities. $60.00 minimum. Box 472, BROADCASTING.

One man news staff—Newscaster, rewrite man, special events reporter desires change. Good voice. Excels in local news coverage. Prefers eastern states, Connecticut to Washington, D. C. Box 473, BROADCASTING.

Announcer — Experienced. Presently employed N. Y. network affiliate. Combination, news, commercials, disc jockey. Single. Northeastern stations only. Disc on request. Box 474, BROADCASTING.

Capable staff announcer formerly employed by local New Jersey outlet desires to remain in New Jersey. Available immediately for personal audition anywhere in New Jersey. Box 475 BROADCASTING.

New England—New York State only. Experienced announcer, familiar with studio routine, writing, programming, disc jockey. Now employed five kilowatt net affiliate. Want permanent post in exchange for ability and loyalty. Married, sober young man. Air offers considered. Box 476, BROADCASTING.

Announcer—Ambitious graduate School of Radio Technique, Radio City, New York. Disc upon request. Will travel. Box 500, BROADCASTING.

Sports announcer. Nine years topflight play-by-play, sports shows. Box 501, BROADCASTING.

Announcer — Experienced, capable newscaster, disc jockey, operates console. References. Midwest preferred but will consider all offers. Box 502, BROADCASTING.

Announcer. Veteran. Age 25, single. Stock experience, thoroughly trained mike technique at Radio City. Willing to travel. Disc available. Box 503, BROADCASTING.

Announcer, single, age 25. College graduate. Two years AFRS. Graduate leading radio school, Radio City, New York. Capable in all phases of radio announcing. Disc available. Box 504, BROADCASTING.

Experienced girl newscaster desires staff position. University educated, good references. Salary $50.00. Will travel anywhere. Box 508, BROADCASTING.

I've got what it takes! Will you take it? Intelligent, personable, clean-cut experienced announcer, newscaster, writer and actor with originality and creative imagination for radio or television. College graduate, 27, single. Reasonable salary requirements. Radio references. Will travel. Jack Moller, 90-17 107th St., Richmond Hill 18, N. Y.

Three years radio news, continuity. One year reporter, copyreader. Two years copywriter. Journalism degree. Experienced covering local institutions, people. Single. Will travel. Prefer radio news, continuity job. Box 509, BROADCASTING.

Situations Wanted (Cont'd)

nouncer: Prominent New England ay desires permanent affiliation progressive station in major mar- Likes present setup, but feels lified for something better. Vet. single, excellent appearance. Two rs college, four years in radio, in- ing some TV. Expert ad-libber, ly versatile. Top Hoopers, huge l response. Has clever, unique disc w ideas built around thorough wledge music and records. Can te copy. Disc, photos, references ilable. Box 511, BROADCASTING.

ard winning disc jockey in recent ionwide poll now availible. Beau- p experience. Proven sales. For rmation dial 411 or write Box 518, OADCASTING.

nouncer — Six years experience. wy on news, special events, and sical annotations. College graduate. est network references. Box 513, OADCASTING.

nouncer, 25, married. Desires posi- with progressive station. One r experience. College journalism duate. Presently employed. Special rest-news and disc programs. Box BROADCASTING.

erienced radio newsman. Reporter, tor, broadcaster. Journalism-news- er background. Widely traveled and abroad. Especially trained o news both writing-delivery for ears. Qualified special events. Can you to network news executives, employers, current sponsors. Now ving as station news director. Em- yer knows of this ad. Box 516, OADCASTING.

nouncer, worked one year as an- ncer-operator with 250 watt sta- . Would like to tie in all-round o work with announcing chores. l also consider straight announcing Would like to be located in north tral states. Welcome all offers. r Lewicki, 4812 S. Avera Ave., cago 32, Ill.

roughly experienced announcer excellent delivery, proven results. arried veteran. Personality jock- Authoritative newscaster. Top uction, programming. Excellent rences. Box 522, BROADCASTING.

nouncer, experienced, some program ecting. Dramatic background. Now ployed in NYC. Desire change for er. Single, ambitious, available r Christmas. Disc and particulars request. Box 521, BROADCASTING.

htly used combination announcer, sman, producer. Desires parking ce. Good as new. Midwest or far locality preferred. Experienced eran. Reliable because married. ney Fields. 5855 Irvine, North lywood, Calif.

announcer with punch delivery sells. Authoritative newscasts, sonality jockey. Sponsor, manage- nt references. Prefer northeast. x 523, BROADCASTING.

perienced announcer, single, desires ition on small or new station. Disc request. Willing to travel. Write x 529, BROADCASTING.

Technical

ief engineer, 20 years experience, struction and rebuilding. Will build ion for stock in company. I give ults! Best references. All letters wered. Box 381, BROADCASTING.

ief of local. Eighteen months ex- ience. Married, small child. Desires manent position with progressive ion. Box 485, BROADCASTING.

gineer desires transmitter operating no bad habits. Experienced, reli- e. Box 457, BROADCASTING.

gineer, first phone, veteran, three rs television and radio engineering arge Chicago school. Prefer TV or with TV plans. Box 492, BROAD- STING.

gineer, eight months broadcast, ma- e, amateur, factory experience, tel- sion training; desires position with stern station contemplating televi- n. Car. Two weeks notice after uary first. Box 395, BROADCAST- G.

ief engineer. Eighteen years super- ory experience, network and inde- dent. One to fifty kw. Installation, eptional military communications ord. Presently chief 5 kw. Excel- t references including present em- yer. Desire permanent connection. eph T. Bindner, 1586 Hedding Court, Jose, California.

gineer, first phone, six years broad- experience, three as chief, wants ition. X'mtr, nemo's, studio, some nouncing. Available two weeks. x 426, BROADCASTING.

Situations Wanted (Cont'd)

Transmitter supervisor, ten years experience including AM and FM installations desires connection with new or expanding station in west. Box 411, BROADCASTING.

Engineer, 1st class phone, servicing radios at present. Age 27, married, have car. Want situation in Texas, as combination man or transmitter maintenance—prefer maintenance. George Vertal, Rt. 1, Box 517, Dallas, Texas, phone W3-7521.

Chief engineer—10 years experience, college studio design, transmitter, directional systems. Highest engineering references. Write Box 506, BROADCASTING.

Chief engineer available. Experienced, capable, record of reliability. References. Welcome new construction, remain as chief. Minimum $75.00. Box 510, BROADCASTING.

Engineer, studio, recording, transmitter. Two years experience. Sixty dollars. Box 512, BROADCASTING.

Chief Engineer. Eight years experience. Three installations including one with directional array. Available January first. Best references, including present employer. Box 517, BROADCASTING.

Chief Engineer desires position in midwest. Six years in radio. Constructed two 1 kw stations. Married, have car. F. W. Bacon, Burt, Iowa.

Production-Programming, others

Combination script and promotion writer. Staff writer with leading network in New York for over four years. Small station and free lance experience previously. Moving to coast first of year with new husband. Would like to affiliate with station in or around San Francisco area. Write Box 484, BROADCASTING.

Seeking TV tieup—Young woman executive, ten years stage, movie production experience. Can cast, direct, originate to order. Have packages available. Salary open. P.O. Box 687, Santa Monica, California.

Good news editor, program director. Box 335, BROADCASTING.

Attention small station owners. If your business is not too good, wire for interesting proposition from experienced radio man. Box 406, BROADCASTING.

Program director. Twelve years experience including announcing, producing and sales. Now employed. Will travel for interview. Box 355, BROADCASTING.

Programs not up to standard? Will revamp program department on temporary or permanent basis. Many years experience. Box 356, BROADCASTING.

Bright gal—Desires change. Looking chiefly for opportunity in production, promotion or programming. TV ambitions. Six years radio experience. Excellent references. Box 478, BROADCASTING.

Producer-program director, writer, announcer. Ideas and ability. Six years of well-rounded experience. Reliable, energetic, resourceful. 29 years old. $75.00 per week. Box 477, BROADCASTING.

I am a radio man. If you need a program director, salesman, manager or production work, hire me. Single. Will travel. Box 407, BROADCASTING.

Program director, presently employed in large metropolitan area, desires change to smaller town on west coast. Experienced in drama, sales, management. BA, interview possible. Available short notice. Box 402, BROADCASTING.

Program director—A penny post card brings my qualifications. Box 427, BROADCASTING.

Can I tackle that opening in your advertising department? Long on ambition, some agency experience. University training went the limit. I'll go the limit for you. Box 505, BROADCASTING.

Want copy with punch? Need a gal with a good voice for woman's show? Public relations work? I'm the one. Three years college, two years radio, six months radio sales office. Studied music, drama. Interested in production, special shows. Prefer progressive station in southwest. Photo, disc, qualifications on request. Box 509, BROADCASTING.

Experienced radio news editor, substantial newspaper background. Employed large city Cincinnatt area. Desire change personal reasons. Single, sober, reliable, good appearance. No newscasting. Congenial working conditions more important than salary. Box 530, BROADCASTING.

For Sale

Equipment, etc.

Have extra set 2 WE 109-A reproducer groups with one extra 9-A head; postwar type, perfect condition. KWHW, Altus, Oklahoma.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Adams Hotel, Phoenix, Ariz.

1 WE 25 B brand new console and one used GE console. Cash or swap. Write or telephone. J. T. Dowdell, WIBX, Utica, New York.

New crystal controlled signal generator. Hickok 191 X range 125 kc to 40 mc. Box 525, BROADCASTING.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 4 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. Write Ray Host, Chief Engineer, Midwest Broadcasting Company, 723 N. 3rd Street, Milwaukee, Wisconsin.

For sale: One Presto model Y-4 portable recorder. P.A. unit practically new. One model K-8 portable recorder-playback, used 6 months. Make offer. Engineering Department, Radio Station KALL, Salt Lake City, Utah.

Presto, new 6-N floor cabinet recorder with type 1-D cutting head. WDBC, Escanaba, Michigan.

For sale—200 dollars less than current net. Latest model RCA 68-B audio oscillator and RCA 69-C distortion and noise meter. Crated for shipment 810 dollars both unity. Box 479, BROADCASTING.

Two Fairchild disc recorders, portable type, with 541-A Fairchild heads. $500.00 each. Used only 20 hours. Box 397, BROADCASTING.

One 23C Western Electric console complete with power supply in excellent condition. Used only eighteen months. First check for $500 takes it. Box 503, BROADCASTING.

For Sale: 3 heavy duty guyed steel towers, each 220 feet high, with 20 foot GE 2 bay FM antenna mast, erected by Johnnie Andrews, perfect condition, including regulation airway lights. Must sell immediately. Box 751, McAllen, Texas.

Expansion permits us to sell GE 4 bay FM antenna, in use less than one year. Excellent condition. Original cost, $1850. First check for $500 takes it. WEAW, Evanston, Illinois.

1 kw AM transmitter. Collins model 20 C modified to use 833A tubes, in excellent condition with new power transformer, repainted and an ideal buy for kilowatt station desiring to construct with low initial cost. Will provide tuned to frequency and ready to use. Priced to move quick. Gates Radio Company, Quincy, Illinois.

For sale—One kilowatt Western Electric transmitter 353 El. Immediate delivery. Call Bridgeport 2271, Minneapolis.

Wanted to Buy

Wanted: Several RCA type 70-C turntables. Also type 87 or BA-2 amplifiers. Box 489, BROADCASTING.

Employment Service

Be prepared! Salesmen, announcer-deejay's, TV-broadcast engineers, copywriters, be prepared, for that "after New Year's change" Now. Pick your job where over 700 broadcasters hire, from RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Announcers

ANNOUNCER

50 kw network affiliate in major midwest city needs top-notch commercial announcer. Send background, photo and 10 or 15 minute recording with samples of news, commercial copy and ad-lib to

BOX 376, BROADCASTING

WANTED

Combination man to do SPORTCASTING and DISC JOCKEY. . . . SOBER, RELIABLE. A good salary plus talent fees . . . must have selling voice. This is a new 1000 watt unlimited in the south, wonderful place to live. On the air Feb. 15th, 1949. Reply
Box 464, BROADCASTING.

SCRIPT WRITER-EDITOR

RADIO script writer-editor, experienced, capable handling complete scripts, commercials, obtaining free lance writers. Mail order experience, wide knowledge of production detail and talent important. Excellent opportunity. State experience and salary.

Box 495, BROADCASTING.

(Continued on page 92)

WANTED . . . PROGRAM DIRECTOR

With Following Qualifications

Understands programming; can create ideas; handle announcers. A good M.C.

A GOOD VOICE THAT CAN SELL MERCHANDISE. CAN PLAY HAMMOND ORGAN AND PIANO; SOBER, RELIABLE, A NICE MIXER. . . .

A GOOD SALARY AND TALENT FEES AWAITS the person with the above qualifications.

THIS IS A NEW 1000 WATT UNLIMITED TIME. WILL BE ON THE AIR ABOUT FEB. 15th 1949. A WONDERFUL PLACE TO LIVE IN THE SOUTH. REPLY TO BOX 463, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

RADIO TIME BUYER

for spot and network time, preferably with experience in buying time for mail order accounts. Outline experience in complete detail. State age, salary desired and how soon available.

BOX 494, BROADCASTING

Situations Wanted

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Apprvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

WRITER

Interested in doing continuity; whimsical stuff; good children's programs; religious programs. Now writing scripts, magazine for charitable organization. Young Ohio woman, 23 with B.A. from Ohio State University. Go anywhere. May I help you?

Box 497, BROADCASTING

Program Director—Chief Announcer Seven years solid experience in all phases of mike work and program directorship. Presently employed at midwest regional in city of 100,000. Available following two weeks termination notice. Minimum salary considered—$85 weekly. Box 498, BROADCASTING

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338—16th St., N.W.
Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

Miscellaneous

Are you interested in new accounts? Salted and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. *Inquiries solicited —immediate action.*

Mutual Radio Features
211 N. Allen St.
Albany N. Y.

FM NETWORKS

Continental Signs Rural

RURAL Radio Network (FM) last week signed an affiliation agreement with Continental Network (FM). Rural will take Continental's 15 kc service off the direct wire from WASH (FM) Washington, Continental key, to Alpine, N. J., carrying it to its own high-fidelity line from New York and relaying by air pickup.

Agreement was signed by Bruce Gervan, Rural general manager, and Everett L. Dillard, Continental president. Rural operates six outlets in New York State.

Continental has added a series of tape hookups to its wire-air network in the East. Tape affiliates, receiving service by air mail, include KSBR San Francisco, KEAW Chicago and WLRD Miami Beach, Fla. Continental is negotiating with other stations and regional hookups to expand its station list.

With addition of stations in the East and Midwest, Continental [illegible] visions a vast network of out[lets] taking service off the air from [key] outlets. This method has led Continental's development in [the] East, supplemented by the Wa[sh]ington-New York 15,000-cycle [wire] link. KSBR, WEAW and WL[RD] are expected to feed the Rang[er] tone tape recordings, processed Continental in Washington, to [re]gional hookups.

The Rural contract is the f[irst] regional affiliation signed by C[on]tinental. Plans for development Continental's program service, [in]cluding coverage of importa[nt] events, are being considered by t[he] FM hookup.

Miscellaneous (Cont'd)

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

TRANSCRIPTION PRODUCERS—we are attempting to build the largest library of transcriptions in Western New York. Will you help us. Address advertising material to F & H ADVERTISING COMPANY, INC. 63 EAST AVENUE, ROCHESTER 4, NEW YORK.

For Sale

Stations

CONSTRUCTION permit for sale. 500 watt AM California. Immediate reply necessary.

BOX 496, BROADCASTING

MIAMI CITY

WGBS in Political Midd

A LONG-STANDING feud [b]etween Miami city government circles came to the fore last week when [th]e city commissioners obtained equal time on WGBS to answer Mayor Robert L. Floyd's weekly public service broadcasts.

Since his election a year ago Mayor Floyd, a former FBI agent, has been presenting a Saturday evening program, *Our Mayor Speaks*, devoted to city hall activities. Recently four of the five commissioners criticized the Mayor for broadcast remarks concerning the closing of a night club on city-owned property, and requested equal time.

Stanton P. Kettler, WGBS managing director, announced that the segment following the Mayor's program would be set aside for a commission representative to present his views. Mayor Floyd's weekly reports to the people will continue "unhampered," he added.

Marketbook Informatio[n]

THE following information should be inserted on page 132, BROADCASTING MARKETBOOK. Polk County: Total families 3,750, per cent radio 97.6%, radio families 3,660. Ramsey County: Total families 95,190, per cent radio 98.7[%], radio families 94,000.

Southern Network Station

Located in a very attractive southern city that has a combined resort and agricultural income far above the average market. This is the only station in the city, it is well established and has a good record of earnings that make this facility an outstanding investment at our authorized sales price of $100,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

National Radio Employment Agency

1655 NORTH CHEROKEE ST. -:- HOLLYWOOD 28, CALIF.

Dear Station Manager:

"Necessity is the Mother of Invention." The radio and television industry has long needed a placement service which specialized in interviewing and screening radio personnel.

The National Radio Employment Agency was created for that purpose. The founders of the agency are former radio men who have been active in the field for many years and understand your personnel problems.

We do a complete screening job for you so it is no longer necessary for you to take the time to interview hundreds yourself. Whatever your personnel needs, you can choose from applicants qualified for the position.

When we send a resume and audition disc to you, you have the assurance that all references and auditions have been thoroughly checked.

There is no charge to you for this service. Write today for full particulars. MAKE US YOUR OFFICIAL PERSONNEL MANAGER.

Sincerely
National Radio Employment Agency

P. S.: Write, wire or phone HUdson 2-3283

M GRANTS

Three Given CPs

ONSTRUCTION PERMITS were anted by FCC last week for one ass A and two Class B FM sta-ons, all of which heretofore have d conditional grants. Eight FM tlets received modification of eir CPs for new powers and other nditions.

Ohio State U., Columbus, Ohio, ensee of AM educational station OSU there, was granted permit r noncommercial educational FM tlet on Channel 209 (98.7 mc) th effective radiated power of 14 and antenna height above erage terrain of 300 ft. Esti-ated cost of construction is $42,-0.

WGCH Greenwich, Conn., owned Greenwich Broadcasting Corp., eived Class A CP for Channel 0 (95.9 mc) with ERP 340 w and tenna 160 ft. WRSW Warsaw, d., owned by Reub, Williams & ned equs, received Class B CP for annel 297 (107.3 mc), ERP 36 and antenna 230 ft. WVVW-d Fairmont, W. Va., owned by irmont Broadcasting Co., re-ved Class B permit for Channel 2 (92.3 mc), ERP 14 kw, an-na 240 ft.

CPs in lieu of previous conditions re granted to the following:

TUX-FM Wilmington, Del.—Change enna height from 380 to 530 ft.
NVA Indianapolis, Ind.—To change wer from 13 to 48 kw and antenna ght from 590 to 330 ft.
FDF-FM Flint, Mich.—To change wer from 13 to 10 kw and antenna ght from 230 to 190 ft.
DRO-FM Sedalia, Mo.—To change wer from 13.2 to 15 kw.
NHJ Paterson, N. J.—To change wer from 8 to 19 kw and antenna m 710 to 510 ft.
WAGE-FM Syracuse, N. Y.—To nge power from 1.6 kw to 16.5 kw d antenna from 610 to 410 ft.
WTOL-FM Toledo, Ohio—To change wer from 20 to 50 kw and antenna m 500 to 340 ft.
WPRO-FM Providence, R. I.—To nge antenna from 430 to 450 ft.

ST of *The Mark of Shawn*, dra-tic series aired on WEAW (FM) anston, Ill., will cooperate with thers of World War II in distribut-Christmas gifts to veterans at ughan General Hospital, Maywood,

GET ON THE BEAM!

Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000 · NEGRO 300,000 · GERMAN 100,000 · SPANISH 250,000 · ITALIAN 100,000 · SCANDINAVIAN 30,000

RESPONSIVE AUDIENCES IN ADDITION TO 2 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned by ART CROGHAN • GENE AUTRY

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Oct. 31	289
Number of network commercials starting during November	6
Number of network commercials ending during November	4
Number of commercials on the four nationwide networks, Nov. 30	291

November Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Kaiser-Frazer	Guy Lombardo Show	MBS	Sats. 9:30-10 p.m.	Wm. H. Weintraub Co.
Kaiser-Frazer	Adventures of Thin Man	MBS	Thurs. 10-10:30 p.m.	Wm. H. Weintraub Co.
Conti Products	Yours for a Song	MBS	Fri. 9:30-9:55 p.m.	Bermingham, Castleman & Pierce Inc.
Revere Camera Co.	Jo Stafford Show	ABC	Thurs. 8:30-8:55 p.m.	Roche, Williams & Cleary
Farnsworth Radio & Television Co.	Metropolitan Opera Auditions of the Air	ABC	Sun. 4:30-5 p.m.	Warwick & Legler
Clear Weave Stores Inc.	The Story Teller (New England network)	ABC	Thurs. 8:55-9 p.m.	Lester "L" Wolff Adv. Corp.

November Deletions

General Electric Co.	What's My Name	ABC	Sat. 9:30-10 p.m.	BBDO
Brotherhood of Railroad Trainmen	Dorothy Fuldheim	ABC	Sat. 5:45-6 p.m.	Wm. Von Zehle & Co.
Revere Camera Co.	Revere All Star Review	ABC	Thurs. 9:30-9:55 p.m.	Roche, Williams & Cleary
Manhattan Soap Co.	Romance of Evelyn Winters	CBS	Mon.-Fri. 2:45-3 p.m.	Duane Jones Co.

November One-Timers

Elgin Nat'l Watch Co.	Thanksgiving Show	NBC	Nov. 25, 4-6 p.m.	J. Walter Thompson Co.
Chevrolet Motors Division, General Motors Corp.	Election Returns	NBC	Nov. 2, 8 p.m. to Nov 3, 9 a.m.	Campbell-Ewald Co.
Democratic Nat'l Committee	Truman & Barkley	CBS	Nov. 1, 10:30-11 p.m.	Warwick & Legler
Republican Nat'l Committee	Variety Show	CBS	Nov. 1, 9-10 p.m.	BBDO
Wm. Wrigley Jr. Co.	Thanksgiving Show	CBS	Nov 25, 4-6 p.m.	Ruthrauff & Ryan
Democratic Nat'l Committee	Pres. Truman	MBS	Nov. 1, 10:30-10:45 p.m.	Lester Malitz Co.
Curtis Publishing Co.	Election Returns	MBS	Nov. 2, 9:15 p.m. Nov. 3, 6:30 a.m.	BBDO
Gillette Safety Razor Co.	Army-Navy Game	MBS	Nov 27, 1 p.m.	Maxon Inc.
Kaiser-Frazer Corp.	Election Returns	ABC	Nov. 2, 7:30 p.m. Nov. 3	Morris F. Swaney Inc.
William Wise & Co. Inc.	Get More Out of Life	ABC	Nov. 5, 10:45-11 a.m.	Hubert Hogue & Sons

Network Accounts

(Continued from page 16)

EFFECTIVE Dec. 27, *What Makes You Tick*, sponsored by **PROCTER & GAMBLE**, Cincinnati (Ivory Flakes), moves to CBS, Mondays, 2:45 p.m., from its present time and network, 11:45 a.m. on ABC. Meanwhile show will be heard on both networks, sponsored on ABC and sustaining on CBS until Dec. 27 move. Agency: Compton Adv., New York.

MUTUAL BENEFIT HEALTH and Accident Assn. of Omaha renews its MBS contract for the fifth year Jan. 2 when it replaces *Behind the Front Page* with *Mayor of the Town*, Sundays at 7:30 p.m. EST. Contract is for fifty-two weeks. Agency: Ruthrauff & Ryan, Chicago.

WESTINGHOUSE ELECTRIC Corp., New York, renews sponsorship of ABC broadcasts of Ted Malone (Mon.-Fri., 11:30-11:45 a.m.) for 52 weeks. Contract is effective Dec. 27. Agency: McCann-Erickson, New York.

BARBASOL Co., Indianapolis, effective Jan. 2, to sponsor CBS-TV *Week in Review* program comprising film highlights of Monday through Friday CBS *Television News*. Program will move from 7-7:15 p.m. spot to 10-10:15 p.m. period. Agency: Erwin, Wasey & Co., New York.

PROCTER & GAMBLE, Cincinnati, renews *Ma Perkins* show, Mon.-Fri., 1:15-1:30 p.m. on CBS, effective Dec. 27. Agency: Dancer-Fitzgerald-Sample, New York.

LEVER Bros. (Pepsodent Div., Chicago), renews *Junior Miss* on CBS 11:30 a.m.-12 noon, Saturdays, effective Jan. 1. Agency: Needham, Louis & Brorby, Chicago.

NATIONAL BISCUIT Co., New York (Nabisco shredded wheat), to sponsor *The Straight Arrow*, an adventure series, three weekly on MBS effective about Feb. 1. Exact days and times of half-hour program have not been set, but one half-hour will be aired in the evening and two in the daytime. Agency: McCann-Erickson, New York.

GENERAL FOODS, New York, through its agency Young & Rubicam, New York, announces cancellation of *Mr. Ace & Jane* program, Fridays on CBS, effective Dec. 31. Replacement is to be announced.

PROCTER & GAMBLE, Cincinnati, renews *Big Sister* (1-1:15 p.m.), *Young Dr. Malone* (1:30-1:45 p.m.) and *The Guiding Light* (1:45-2 p.m.), all Monday through Friday on CBS. Compton Adv., New York is P & G agency.

ADLEW'S GREATEST WATCH VALUE

17 JEWEL • 2 PUSH BUTTON

CHRONOGRAPH

A Treasured Lifetime Gift

"4-in-1" Precision Instrument of Unvarying Accuracy. • Incabloc Shock Resistant Feature, Sweep Second Hand, Anti-Magnetic, Radium Dial, Stainless Steel Back, Unbreakable Crystal.

MAIL ORDERS promptly filled. Shipped C.O.D. or send check or money order. Address all mail orders to: ADLEW JEWELERS, 152 W. 42 St., N. Y. 18 (Dept. 12B)

$29.75 plus 10% tax

(Formerly $71.50)

IDEAL for use in sports, sciences, engineering, medicine, photography, radio, aviation.

Also available in 18K Gold Case — $64.50 plus 10% tax (formerly $125).

OUR FAMOUS GUARANTEE MONEY BACK IN 10 DAYS if not satisfied for any reason

Adlew JEWELERS

117 W. 42 St. • New York 18

For News of All Radio

SUBSCRIBE NOW!

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BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

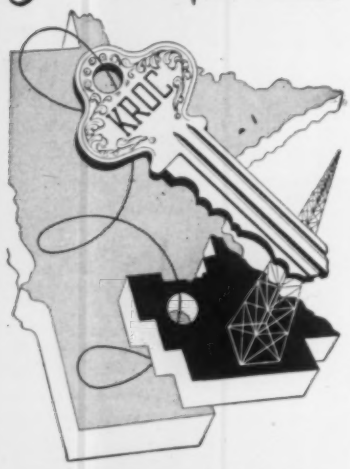
Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

THE KEY TO
Southern Minnesota



THE TRIPLE MARKET

★ 350,000 INTERNATIONAL visitors spend $16,800,000.00 every year.

★ 34,000 METROPOLITAN consumers spend $190,324,000.00 annually.

★ 87,200 RURAL consumers in the primary coverage area have a buying income of $118,631,000.00.

RESULT: $386,622,000.00 Effective Buying Income in KROC's Triple Market

EVERYONE DIALS TO KROC NBC Minn. Network N. W. Network

Southern Minnesota's Oldest Radio Station
Established 1935

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

The Mississippi State Tax Commission reports that tax collections for the first ten months of 1948 indicate a record year. The greatest gain was in the oil severance tax, which has increased almost 100%.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Superbly Good Job'

EDITOR, BROADCASTING:

On page 3 of this week's issue of TELECASTING (insert in Nov. 29 BROADCASTING-TELECASTING) is an article done by Bruce Robertson on Bulova television. I want you to know that we think Bruce did a superbly good job on this and his factual approach to our television effort is more than normally recognized and appreciated by us because of the aversion of our client to publicity. In his case, all the remarks on the article from the executives of the company have been laudatory—no more can I say.

Terence Clyne
Vice President
The Biow Co.
New York

* * *

Fills a Crying Need

EDITOR, BROADCASTING:

I should very much like to have this particular sheet [TV SHOWSHEET] sent on to me each month. For some time there has indeed been a crying need for just such a graphic and easily assimilated collection of television facts. Congratulations on your work and thanks again.

Willson M. Tuttle
Vice President
Radio Director
Ruthrauff & Ryan
New York

* * *

Proof Positive

EDITOR, BROADCASTING:

The TELECASTING SHOWSHEET fills a great need. We liked it so well we bought the front and back covers.

J. L. Van Volkenburg
Vice President
Director of Television
CBS Television Network

* * *

WNAX Farm Show

EDITOR, BROADCASTING:

I want to thank you for carrying as your feature of the week in the November 29th issue, the story on our Minnesota winner of the WNAX Farmstead Improvement Program. But I wonder if you caught the significance of that story and its connection with an article on Page 59 of the same issue, wherein the National Planning Association's Agricultural Committee stated that radio has a job to do in the maintaining of farmers' prosperity.

This statement by the committee, and released at this time, urged farmers to "buy convenience, comfort, and shorter working hours with their boom-time profits."

This is exactly what the WNAX Farmstead Improvement Program has actually had in operation for over a year, and the banquet story carried in the "Feature of the Week" was the culmination of the first year of this program, wherein the objectives are clearly defined to influence farm families exactly along the lines indicated by the National Planning Association.

It may be of interest to you to know that during the past years, 1,043 farms in 203 counties in five states have been doing a concerted and active job in converting their profits into durable and consumer goods, rather than the utilizing of this money to buy more land at inflated prices. This policy is a furtherance of a program which WNAX has carried ever since the war, called *Your Land and Mine*, in which we have pointed out continuously to the farmers the danger of high inflated land prices.

The WNAX Farmstead Improvement Program in its first year has gone far to divert the attention of the farmers in its five state area to these problems.

"Hats off" to BROADCASTING for recognizing this problem and giving it space.

"Hats off," too, to the National Planning Association's Agricultural Committee for a scholarly report on a problem which WNAX recognized nearly eighteen months ago, and has been doing something constructively about.

Robert R. Tincher
Vice President
General Manager
WNAX Yankton, S. D.

* * *

Long Step Forward

EDITOR, BROADCASTING:

While I had occasion to mention it to you in person while I was in Washington I just wanted to again let you and your staff k how much I enjoyed the sup ment, TELECASTING, in your ma zine of Nov. 29. It looks beau and for my money the longest forward BROADCASTING has ta in a long time.

Keep up the good work.

G. Bennett Larson
Director of Television
WCAU Philadelphia

On All Accounts

(Continued from page 18)

and participated in four ma battles.

In December 1945, upon his d charge, Mr. Kearns returned to t Bates agency where he took o the Brown & Williamson acco and served this important adv tiser until May 1948, when he named vice president and sup visor in charge of C-P-P.. He came a partner Nov. 30 [BR CASTING, Dec. 6].

The account currently spons the *Dennis Day Show* on NBC, *Our Miss Brooks* on CBS. In dition Colgate Dental Cream is of the biggest spot announcem users in radio. Colgate will enter television early next year.

The Kearns—she is the for Caroline Dodge—have been ried since 1930 and live in M hattan. Mr. Kearns is a mem of the Springdale Golf Club, a the Lawrence Beach Club, L During his Nebraska advertis days he was president of the Om Advertising Club in '34 and reelected in '35.

His hobbies are golf and sw ming.

KMUS-FM to 10 kw

KMUS-FM Muskogee, Okla., is the air for two weeks—Dec. 6 20—while the power is boost from 1 to 10 kw. Transmitt moves from the studios to transmitter, according to Virgil Evans, station manager. Licens to Muskogee Broadcasting Co., FM outlet is on Channel 268 (1 mc).

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522
IN WASHINGTON MET. 0522

Gates Radio Company
Quincy Illinois

Promotion

ARENTS in Concord, N. H., have received a Christmas gift, plus. WKXL Concord and the Chamber Commerce have given the parents of t city a whole week of Christmas opping free from Junior. From to- (Dec. 13) until Dec. 18, the station d C. of C. will conduct a baby sit- g Christmas party, complete with nta Claus, gifts and refreshments. ungsters will be interviewed by KXL during their stay at a local urch, where the party will be held, d the recordings will be played back ring the evening so parents can joy the fun their children had.

'This Is WRFD Speaking'

RFD Worthington, Ohio, speaks r itself. In a letter to agencies and vertisers station gives a summary its work for past year. Letter umerates its position in radio rld, plus advantages of being a RFD advertiser, its financial posi- n, its listening audience, and con- ncentration which people have in it.

Local Winner Makes Good

ATIONAL winner in contest spon- red by RCA Victor to find "the lone- mest gal in town," was Jean Her- ey of Lancaster, Pa. Contest was arted to promote Sammy Kaye's A recording of "Lonesome," and disc ckeys were asked to choose a local nesome gal" to participate. When b Harnish, disc man at WLAN ncaster, entered Miss Hershey, the eal winner, he had no idea he had potential celebrity on his hands. it as things worked out Miss Her- ey proved to be "lonesomest" of all won an RCA Victor radio-phono- aph. WLAN was one of 84 stations ich participated in the contest, but e only one who picked a winner.

Contest Made to Order

ANK CAMERON, announcer at HAV Haverhill, Mass., found him- f with a made-to-order contest. listener to his *Call to Breakfast* ow called and said she had two epherd puppies to give away, uld he help to find them good mes. Mr. Cameron immediately ked his young listeners to write 25- rd letters on "I would like a puppy cause . . ." Winners and proud own- s of the puppies are Nancy Gordon, e 8, of Haverhill, and Charles Stew- t, age 6, of Groveland, Mass.

Give a Television Set

BAP-TV Fort Worth, Tex., is col- aborating with TV set dealers in ort Worth-Dallas area on a promo- on keyed to slogan: "This year— ve year-'round entertainment—give levision." Station, only operating deo station in Texas, is using radio d TV spots, window displays, news- paper ads, etc., to depict a TV set as perfect Christmas gift. Station reports that as of Oct. 31, a month after WBAP-TV's debut, 3,780 sets were in hands of dealers in two-city area.

ROCH ULMER, m.c. of KSTP Minneapolis-St. Paul morning *Clock Watcher* show, hasn't missed a single broadcast despite fact he has been confined to Miller Hospital, St. Paul, since Nov. 29. His 8-9 a.m. show is broadcast direct from bedside via special remote installation. Sympathetic listeners have deluged him with cards, flowers and telephone calls.

Aids Salvation Army

KMOX St. Louis will aid the Salvation Army in its sponsorship of "Tree of Lights," part of annual Christmas Kettle program. Army goal is $40,000. "Tree" has 400 dark bulbs, and for each $100 contributed a bulb will be lit. When goal is reached a lighted star will appear on top of "Tree." Kick-off ceremonies were broadcast on Dec. 2 over KMOX with civic and service leaders in community participating. Station will carry report broadcasts throughout campaign.

Timebuyers Guide

IN ORDER to keep radio timebuyers informed on progress of WCSI (FM) Columbus, Ind., station is printing a monthly *Radio Time Buyers Guide*. Guide shows station's outstanding success story each month along with detailed breakdown of schedule denoting every program and agency availability. Guides will be distributed on 15th of each month.

Radio Uses Radio

PROMOTION for national "Favorite Story Contest" took a new twist when KOIL Omaha, Neb., used radio to promote radio. Station aired two-spot announcements daily over KOUC, owned and operated by Creighton U. in Omaha, to announce contest to student body on campus. According to KOIL, response for contest blanks has increased.

WMAQ Promotion Folder

FOUR-HUNDRED presentation kits for local and network advertisers are being mailed monthly by WMAQ Chicago as evidence of station's promotion activities. Folders contain copies of all advertising, promotion and publicity matter for each of its clients. Format of kit is nine-by-twelve inch folder of dark blue, printed in red and white. Pockets inside jacket can be used as files for promotion data.

Santa Takes the Air

IN Erie, Pa., Santa Claus arrived early, and by air. But Donner and Blitzen, and the sleigh stayed home. WIKK Erie sponsored his arrival via helicopter. Santa landed on the roof of Sears Roebuck department store in downtown Erie, to usher in the Christmas season.

Music for Shoppers

WCSC Charleston, S. C., is bringing music to harassed Christmas shoppers. Station arranged with members of Retail Merchants Assn. and other retail merchants to sooth the nerves of shoppers and salespeople with music. From 10:30-11:30 a.m. and 3:30-4:30 p.m. each shopping day WCSC brings shoppers a program of uninterrupted Christmas music.

Housewives Are Heard

IN ORDER to promote public relations, and be of public service to its listeners outside of its home county WCSI Columbus, Ind., has started a roving street interview program. Show is transcribed one week in advance of broadcast, and features interviews with housewives in six southern Indiana towns.

PERSONNEL

IRWIN ZELTNER, publicist in entertainment field, has joined "Arthur Godfrey's Talent Scouts" stage shows as publicity director.

FRANK McGIVERN, promotion-publicity director of WCFL Chicago, is the father of a boy, David Francis.

GEORGE A. KOEHLER has been appointed assistant director of advertising, promotion and public relations for WFIL Philadelphia and its FM TV and facsimile affiliates. Mr. Koehler has been with station for three years in special events and as publicity director.

FLORENCE MORSE of MBS publicity staff, and Richard Webb, film actor, plan to be married Dec. 18.

KIBH Seward, Alaska, has become fifth CBS Alaskan affiliate and 179th affiliate of the network. Station, owned by William J. Wagner, operates with 250 w on 1340 kc.

1949
SCHEDULES
ON
KFDA
Amarillo, Texas
. . . will really ring the Sales Bell!
Now—
5000 watts (d)
1000 watts (n)
• Ask A John E. Pearson Representative for the facts.
KFDA
—A NUNN STATION—
Howard Roberson, Mgr.
Amarillo, Texas

MUSIC . . .
SPORTS . . .
24 NEWS . . . hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH HOTEL
Jonas Weiland, President

FOR $ALES
—Over a million people in 79 counties of Georgia, South Carolina and Florida.
—3½ times more people than any other station in this market.
—A $557,206,000 retail sales area.
It's 630 in Savannah WSAV
630 kc. 5,000 watts Full Time
Represented by Hollingbery

CAPITAL SERIES

Two Offered to Stations

COOPERATIVE Broadcasting Assn., licensee of WCFM (FM) Washington, is packaging two new transcribed series, *Your Washington Correspondent* and *Embassy Row*, for weekly release to stations. Each show is designed for once-a-week, 15-minute use, commercial or sustaining.

John Herling, Washington observer, is m.c. of *Your Washington Correspondent*. First guest correspondent to appear on this series was Kenneth Crawford, *Newsweek* Washington bureau. Others scheduled for initial 13-week series are: Thomas L. Stokes, Pulitzer Prize winner; Truman Felt, chief, *St. Louis Star-Times* Washington bureau; May Craig, Gannett newspapers; Robert Riggs, *Louisville Courier-Journal;* Nat Finney, *Minneapolis Star*, Pulitzer Prize winner; Carrol Kilpatrick, *San Francisco Chronicle*; Barnett Nover, *Denver Post*; James A. Wechsler, *New York Post*; Joseph A. Loftus, *New York Times*, and Denys Smith, *London Daily Telegraph*.

Embassy Row will present representatives of Washington's embassies.

WTMJ-TV Milwaukee reports that number of television sets in use in that area has increased 2,042 as of Dec. 1. Total sets now number 11,295.

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Address.....
City..... State.....
Station.....

IT'S MAGIC

Chicago Ad Club Executives Give 'Pitches'

MAGIC designed to snare advertisers by pointing up sales "pitches" will be demonstrated in Chicago Thursday. Occasion is the Chicago Federated Advertising Club's annual benefit luncheon for boys and girls in the Off-the-Street Club given by Chicago agency executives, all members of the Society of American Magicians.

Holman Faust, vice president and radio director of Mitchell-Faust, will illustrate, with magic, "How Long Copy Should Be," and another advertising message with a true-to-life fish story. "With Apologies to Thomas and Toni," he will exact a "hair-raising episode" in a facsimile voting booth with Jack Laemmar and L. J. Sholty, account executives at Foote, Cone & Belding and Maxon Inc., respectively. (Thomas has establishments throughout the country for men who prefer their locks in lieu of baldness.) After the importance of sequence in a presentation to a client is emphasized, Mr. Sholty will illustrate the point-of-sale type display.

The luncheon at the Stevens Hotel will be opened with an invocation by Dr. Preston Bradley, pastor of the People's Church and conductor of his own religious program on WGN.

Gordon Taylor, vice president and account executive at Reincke, Meyer & Finn, will introduce Jim Ameche, radio artist. The Off-the-Street chorus will sing Christmas carols, and boys and girls who are members of the club will perform a special tumbling act. Jerry Colonna, star of the *Bob Hope Show*, will highlight the luncheon performance, scheduled to include also two barbershop quartets comprised of CFAC members and George Alexander, "doubletalker."

WGCH (FM) DEBUT

Greenwich Outlet Starts

BILLED as a "new type of community radio station," WGCH (FM) Greenwich, Connecticut bowed on Sunday, Dec. 6. The station is owned by the Greenwich Broadcasting Corp., whose officers are Walter S. Lemmon, president of World-Wide Broadcasting Foundation, Boston, president; Charles W. Pettengill, attorney and president of the Greenwich Community Forum, Brunswick School, and president of the Connecticut State Bar Assn., vice president; and Carl Jensen, Greenwich architect, treasurer.

Operating on 95.9 mc, the new station's programs are supervised by an advisory program council, comprising representatives of 33 civic organizations in the Greenwich area, including the YMCA, YWCA, Boy Scouts, Girl Scouts, Red Cross, Boys' Club, Rotary, Kiwanis and Lions Clubs, Greenwich public and private schools and similar agencies.

United Press news service will be used, as well as reports directly from the United Nations over a leased wire from Lake Success to Boston's shortwave station WRUL, passing through Greenwich.

MYERS TO N.Y.

Dolan Shifts to WRC WNBW

LORIN S. MYERS, former promotion manager of overall NBC Washington operations — WRC WRC-FM and WNBW (TV)—has been transferred to NBC advertising and promotion department in New York, James H. Nelson, advertising and promotion director, announced Dec. 3. He will serve as assistant to George H. Wallace, network sales promotion manager.

Tom Dolan, press chief at WMAL WMAL-TV, ABC's Washington stations, for three years, has been appointed to succeed Mr. Myers at the NBC Washington outlets.

KENEHAN RESIGNS

Leaves FCC for Law Firm

EDWARD F. KENEHAN, chief of FCC's New and Changed Facilities Branch (AM), Broadcast Division, Bureau of Law, resigned from the Commission last Wednesday to join the Washington law firm of Welch, Mott & Morgan as attorney.

Mr. Kenehan

Mr. Kenehan joined FCC in March 1946 upon resignation from the Army as major. His first assignment was as attorney in the branch (then section) of which he subsequently became chief. He was named hearing examiner by the Commission in June 1947, but resigned that appointment immediately to head the AM branch [BROADCASTING, June 23, 1947].

FUND DRIVE

Coast Guard Names Sear

DON SEARLE, former ABC vi president, has accepted the cha manship of the Radio Televisi Committee for the U. S. Co Guard's national drive to rai $450,000 for a Perpetual Memori Interfaith Chapel at the Co Guard Academy, New Londo Conn.

Heading the television divisi of the committee will be Harry Lubcke, television director of D Lee KTSL-W6XAO. He will be a sisted by Carlton Winckler, pr gram coordinator of KTS W6XAO.

William Beaton, president of t Southern California Broadcaste Assn., has been appointed cha man of the Independent Radio St tions Division. He will be aid by Robert Reynolds, manager KMPC Los Angeles, and Har Maizlish, general manager KFWB Los Angeles.

Lieut. Commdr. Robert C. Ca non, USCGR, has been recalled active duty to serve as progra coordinator for the Coast Guard

Others serving on the Radio a Television Committee are Char (Bud) Barry, ABC vice presiden Donald Thornburgh, CBS; Sidn Strotz, NBC vice president; W let Brown, Don Lee-Mutual exec tive; J. Donald Wilson, nation program director, ABC radio a television; Norman Ostby, assis ant to ABC vice president in H lywood; Lewis Frost, executive a sistant to Mr. Strotz; Homer Ca field, NBC Western Division pro gram director; Robert Spragg NBC special events; Patrick Ca bell, director of station relati Don Lee-Mutual, and Will Brennan, special assistant to Thornburgh.

AP RADIO

Arkansas Group Me

DURING an organizational me ing of the Arkansas radio memb of Associated Press, the gr elected Leon Sipes, KELD Dorado manager, president. Godwin, manager of KFPW Fo Smith, is vice president. Meet took place in Little Rock Dec.

A resolution congratulating AP on its 100th anniversary pledging cooperation in the mu exchange of news was adopted. Garner, KFPW, and Paul K KARK Little Rock, drew up resolution and submitted it to group.

CKNW CHNW

THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

CALL FORJOE • In Canada, RADIO REPS

FCC Actions

(Continued from page 88)

December 9 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

WSAT Salisbury, N. C.—Granted renewal of license for period ending Nov. 1, 1951.

Assignment of License

KORC Mineral Wells, Tex.—Granted assignment of license from Raymond River and Hermon S. Boles to Ray-mond W. River.

KVLH Pauls Valley, Okla.—Granted assignment of license from James T. Jackson, individual t/as Pauls Valley Bestg. Co., to KVLH Bestg. Co., newly formed partnership consisting of James T. Jackson, Galen O. Gilbert, Phil Henshaw, George A. Rountree and Harley E. Walker for $36,750 for 49% interest.

KASMA Santa Maria, Calif.—Granted assignment of license from Santa Maria Bestg. Co., corporation, to John H. Poole for $20,750.

Transfer of Control

KFRU Columbia, Mo.—Granted consent to transfer all outstanding stock to corporate owner, Star-Times Pub. Co., to H. J. Waters Jr. and Mahlon R. Woodridge Jr. for $85,000.

KPAB KAIR Laredo, Tex.—Granted transfer of control over licensee of AM station KPAB and permittee of FM station KAIR from Howard W. Davis and J. K. Beretta to Mark Perkins by purchase of 100% of stock for $80,000.

Assignment of License

KRIO McAllen, Tex.—Granted assignment of license from Valley Bestg. Co. Inc. to Frontier Bestg. Co. Inc. for $150,000 cash.

Transfer of Control

WCCM Lawrence, Mass.—Granted transfer of control from Gordon S. Ley and Harold A. Ley to George H. Jasper.

WGEM Quincy, Ill.—Granted transfer of control from Quincy Bestg. Co., Donald F. Fischer, Lawrence J. Fisher, Richard E. Fisher and John A. Arnsbarger to Quincy Newspapers Inc. and Quincy Bestg. Corp. by sale of treasury and unissued stock amounting to two-thirds of outstanding stock, for total consideration of $70,000, on cond. that it not be effective until Illmo Bestg. Corp. disposes of its interest in station WFAR Quincy, Ill.; transferee is given 120 days within which to effect such disposition.

KCOM Sioux City, Iowa—Granted transfer of control of KCOM Bestg. Co. (formerly Commercial Assoc. Inc.) from present stockholders to newcomer, Dietrich Dirks, through purchase of 608 shares of unissued capital stock and of 42 of stockholder Corbett's 92 shares, for consideration of $3,000, on cond. that it not be effective until transferee disposes of his interest in KTRI Sioux City. Also, transferee is given 120 days within which to effect such disposal.

KCUL Fort Worth, Tex.—Granted transfer of control by issuance of new stock to three newcomers, W. Bruce Chambers Jr., Nestor Cuesta and John Andrews, resulting in majority control being vested in these three; no monetary gain involved.

KTUC Tucson, Ariz.—Granted transfer of control from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to Glenn Snyder, George R. Cook and Lee Little (who now hold in aggregate 47% of licensee's stock and will hold 100%).

KOY Phoenix, Ariz.—Granted transfer of control from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, to Glenn Snyder, George R. Cook, Albert D. Johnson, John L. Hogg, John R. Williams and Irving A. Jennings (six existing stockholders whose aggregate interests now are 25% and whose holdings will be 100%).

Relinquishment of Control

WLS Chicago—Granted relinquishment of stock control by Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, by transfer of one-half of their holdings of 73% stock interest to Mrs. Ina H. Butler.

Assignment of Permit

KTTV Los Angeles—Granted consent to assignment of TV permit for KTTV and licenses for relay stations W6XZT W6XDA W6XDZ from The Times-Mirror Co. to new corporation which will be owned 51% by assignor and 49% by CBS for $367,500.

KPRA Portland, Ore.—Granted consent to assignment of FM CP from John C. Egan and Wilbur J. Jerman, partnership, to corporation, KWJJ Broadcast Co. Inc., in which Jerman owns 50%, Egan 42.5% and three stockholders will each own 2.5% of stock; no monetary consideration.

Petition Granted

KMED, Mrs. W. J. Virgin and Gibson Bestg., Medford, Ore.—Granted joint petition insofar as it requests reinstatement of application for consent to assignment of license of KMED and of CP for FM station from Virgin to Gibson; denied petition insofar as it requests immediate grant of application.

December 9 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

KGIL San Fernando, Calif.—Transfer of control from Helen Ruth Allen, executrix of estate of C. P. M. Allen, deceased, to J. G. Paltridge.

License Renewal

License renewal applications filed for following AM stations: WFRP Savannah, Ga.; WIBX Utica, N. Y.; KODL The Dalles, Ore.; WBPZ Lock Haven, Pa.; KPHO Phoenix, Ariz.; KPRL Paso Robles, Calif.; WJBC Bloomington, Ill.; WTCJ Tell City, Ind.; KNOE Monroe, La.; KGDE Fergus Falls, Minn.; KLAS Las Vegas, Nev.; WMOU Berlin, N. H.; WISE Asheville, N. C.; KADA Ada, Okla.; WBBZ Ponca City, Okla.; WBVP Beaver Falls, Pa.; WNOK Columbia, S. C.; WCAT Rapid City, S. D.

License for CP

KIBH Seward, Alaska—License to cover CP new AM station.
WKID Urbana, Ill.—Same.
WKLO Louisville, Ky.—Same.
KELK Elko, Nev.—Same.
KGYN Guymon, Okla.—Same.
WGBS Miami, Fla.—License to cover CP increase power etc.

Modification of License

KSFE Needles, Calif.—Mod. license to change hours from unl. to specified 7 a.m. to 7 p.m.
WRMS Ware, Mass.—Mod. license to increase 500 w to 1 kw, operating on 1250 kc D.

Modification of CP

KINE Kingsville, Tex.—Mod. CP new AM station for extension of completion date.

License for CP

WNDB-FM Daytona Beach, Fla.—License to cover CP new FM station.
KEX-FM Portland, Ore.—Same.

License Renewal

License renewal applications filed by following FM stations: KVCI Chicago, Calif.; KWLK-FM Longview, Wash.

Modification of CP

WSUA-FM Bloomington, Ind.—Mod. CP new FM station for extension of completion date.
WIOC Corydon, Ind.—Same.
WFMU Crawfordsville, Ind.—Same.
WGYN New York—Same.
WKAL-FM Rome, N. Y.—Same.
WSTP-FM Salisbury, N. C.—Same.
WHKC-FM Columbus, Ohio—Same.
WMAN-FM Mansfield, Ohio—Same.
WLOW-FM Norfolk, Va.—Same.
WFRC-FM Erie, Pa.—Same.
WEHS Chicago—Mod. CP changes in FM station for extension of completion date.
KGO-TV San Francisco—Mod. CP new commercial TV station for extension of completion date.
WOR-TV New York—Same.
WBKB Chicago—Same.

TENDERED FOR FILING

Modification of CP

WNAG Grenada, Miss.—Mod. CP change from 1490 to 1400 kc.

Modification of License

KXLA Pasadena, Calif.—Mod. license to remove limitations imposed by FCC.

Relinquishment of Control

WHOL Allentown, Pa.—Relinquishment of control through issuance of 150 sh to George D. Gartland.

Transfer of Control

WIBC WIBC-FM Indianapolis—Transfer of control from Indianapolis News Pub. Co. Inc. to Adelaide F. Causey.

CP to Reinstate

WHJB Greensburg, Pa.—CP to reinstate CP increase power etc.

APPLICATION RETURNED

WHBY Appleton, Wis.—RETURNED as incomplete Dec. 7 application for renewal of license.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO DECEMBER 9

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,839	273 [1]		536	289
FM STATIONS	196	724 [2]	58 [3]	86	31
TV STATIONS	7	116 [4]		311	182

[1] 49 are on air; [2] 478 are on air; [3] 16 are on air; [4] 41 are on air. All licensed stations also are operating.

AM APPLICATIONS

Longmont, Col.—Longmont Broadcasting Co., 1050 kc, 250 w, daytime. Partners: K. L. McConchie, 20% owner KTAE Taylor, Tex., 30% owner; Graham Gillis Conoley, manager and 40% owner KTAE, 20% owner; Killis Campbell Jr., 50% owner Taylor Motor Co., Taylor, Tex., 39% owner; Jack Dubberly, KTAE assistant manager, 20% owner. Mr. McConchie holds other 50% in Taylor Motor Co. Estimated cost $18,101. Filed Dec. 7.

McAlester, Okla.—Pittsburg County Broadcasting Co., 1460 kc, 1 kw daytime. Co-partnership: Ray Van Hooser, assistant manager and program director of KBOA Kennett, Mo.; Tyrus Stout, Kennett retail grocer; William Tedrick, manager of KWOC Poplar Bluff, Mo.; James Ross, student at U. of Missouri who was assistant engineer at KBOA during summer of 1948; Phil Reed, rancher and commercial radio script writer. Filed Dec. 9.

Phoenix, Ariz.—Western Broadcasting Co., 860 kc, 250 w, daytime. Principals: Frank P. Redfield, announcer at KOY Phoenix, president; J. W. Estes, Yuma Sanitation Service, Yuma, Ariz., vice president; Dr. Henry J. J. Steffens Jr., vice president; H. Walker Harrison, service station operator, Glendale, Ariz., vice president; Edgar Pool, with KRUX Glendale, secretary-treasurer. Each holds 20% interest. Filed Dec. 2.

Raleigh, N. C.—Wake Broadcasting Co., 1390 kc, 1 kw, daytime. Co-partnership: H. W. Anderson, Joel Lawhon, C. E. Leeper, N. V. Pieler and W. T. Williams, all equal partners in Wilson Radio Co., licensee WVOT Wilson, N. C. Filed Dec. 6.

Wichita Falls, Tex.—James H. Sligar, 860 kc, 250 w, daytime. Applicant is independent oil producer. He formerly was head of radio division of Hardin College. Filed Dec. 7.

FM APPLICATIONS

Fort Worth, Tex.—North Fort Worth Baptist Church, Channel 201 (88.1 mc), ERP 10 w. Estimated cost $805. Filed Dec. 9.

Louisville, Ky.—Board of Trustees, Free Public Library, Channel 201 (88.1 mc), ERP 10 w. Filed Dec. 3.

Army Commission

ARLAND S. FERGUSON, member of Federal Trade Commission, in charge of a special Army commission which left last Wednesday for Germany. The commission will devote two weeks to a study of progress made thus far in the breakup of German industrial cartels.

Uncle Sam's 'Voice'

(Continued from page 24)

dios and transcribed off the line; 211,584 pressings made from masters recorded in the studio.

While producing for NBC Washington in the mid-30's, Mr. Allen got the hunch that many of the scattered government radio activities could be coordinated if a studio could be added to the new Dept. of Interior building. When Secretary Harold L. Ickes found he had saved $300,000 here and there in erecting the structure, he approved the penthouse studio.

Out of the Allen dream came the elaborate 20x40-foot main studio, fully equipped with everything a broacast station could want—except for a transmitter. A glassed-in balcony seats 60. Air-conditioning, booms, sound effects machines, Steinway, Novachord, Presto cutting machines, control racks—all were provided at a cost of nearly $200,000 at depression prices.

Got Navy Gear

During the war the penthouse inherited costly equipment from the Navy, monitoring devices from the FCC, voice-distorting gadgets built for the Public Health Service's venereal disease programs and similar bequests. Remaining also are stacks of aluminum - base blanks, of which the armed forces had an ample supply during the war while private broadcasters got along with glass-base discs.

Secretary Ickes used the studios to record regular talks, sent to stations like press releases, after the department solicitor had ruled he had the right to use general administrative funds to disseminate information by the most economical and efficient means.

Actually the Interior Dept. budgeted funds only for a director and secretary-receptionist plus a couple of engineers—$22,000 a year in salaries. Otherwise the operation was completely reimbursable, collecting $15,000 and up per year from other government agencies.

Besides the main studio are a large reception room with Chinese red lacquered furniture, concealed lighting, plush carpets, fancy birch trim, offices, supply room and a whole nest of corridors and cubbyholes packed with equipment. Everything is in working order, new tubes having been installed some months ago.

"Voice" operations in the penthouse are just getting underway. They will be in full swing by Jan. 1. Even with these elaborate facilities a heavy share of the programming will still originate in New York. Details, however, have not yet been worked out.

The designers even had television in mind when they drew their plans a decade ago. And perhaps before another decade Uncle Sam's "Voice" will be seen as well as heard in the farthest corners of the earth.

At Deadline...

FCC GIVES SCRIPPS-HOWARD CINCINNATI ULTIMATUM

FCC RULED Friday that Scripps-Howard Radio must decide in 10 days which it wants to push: (1) its application to move WCPO Cincinnati from 1230 to 630 kc, or (2) its proposal to buy WVLK Versailles, Ky., and move it to Cincinnati [BROADCASTING, Sept. 20].

Action was taken on 3-to-2 vote on petition of Queen City Broadcasting Inc., one of two rivals of WCPO in fight for 630 kc with 5 kw day and 1 kw night. Majority held Scripps-Howard's 630 kc and WVLK are "multiple applications," prohibited by rules, even though Scripps-Howard asked that action on WVLK be held up pending outcome of 630 kc case. Comrs. Walker and Hyde dissented.

WLAP Lexington, Ky., third 630 kc applicant and winner until FCC set grant aside for further hearing [BROADCASTING, Oct. 25], was given denial of its plea that grant should not have been vacated. With Comrs. Hyde and Jones dissenting, FCC also dismissed as moot Queen City's bid for postponement of date for further hearing and denied its petition for authority to amend engineering data.

FCC meanwhile:

Granted application of George Arthur Smith, funeral director, for new fulltime AM station at Jackson, Tenn., on 1490 kc with 250 w, after Jackson Broadcasting, winner of proposed grant, and Hub City Broadcasting dropped out of contest.

Granted application of Ben K. Weatherwax for new station at Aberdeen, Wash., on 1450 kc with 250 w fulltime after rival, Fred G. Goddard of Hoquiam, Wash., withdraw mutually exclusive application.

Adopted order (1) severing from consolidated hearing and holding for further consideration application of Crescent Bay Broadcasting Co. for 1460 kc, 1 kw daytime, at Santa Monica, Calif., and (2) denying request of Tom C. Carrell tr/as Valley Broadcasting Co. for 250 w day on 1460 kc at San Fernando, Calif. Valley filed no exceptions to proposed decisions which would deny both applicants on engineering grounds. Crescent amended to seek 1 kw, suitable power for regional frequency.

Denied petition for rehearing filed by WKNB New Britain, Conn., asking FCC to reverse decision of last April or set it aside for further hearing. Decision granted new station on 910 kc, 5 kw, directional, to Central Connecticut Broadcasting Co. at New Britain and denied competitive bids of WTHT Hartford and WKNB.

Denied petition for rehearing filed by Lycoming County Broadcasting Co., Williamsport, Pa., requesting FCC to (1) set aside and reconsider September decision (which granted 1340 kc, 250 w fulltime, to Williamsport Radio Broadcasting Assoc. and denied competitive bid of Lycoming); (2) grant Lycoming without further proceeding, or (3) hold oral argument on petition for rehearing.

ABC, FCC OFFICIALS MEET IN DINNER SESSION

TOP BRASS of FCC and ABC dined Thursday night in Washington, with ABC Board Chairman Edward J. Noble as host. FCC'ers present were Chairman Coy, Commrs. Walker, Hyde, Jones, Webster, Hennock; General Counsel Cottone, Acting Chief Engineer John A. Willoughby, Chief Accountant William J. Norfleet. Comr. Sterling in Mexico City heading U. S. radio delegation, and Comr. Jones had other engagements.

In addition to Host Noble, ABC'ers present included: President Mark Woods, Executive Vice President Robert E. Kintner; vice presidents, Robert H. Hinckley, Earl E. Anderson, C. Nicholas Priaulx, Joseph A. McDonald and Frank Marx.

Progress of network was reviewed during informal discussions. Understood that pending FCC business was avoided, as was recent negotiation with Twentieth-Century Fox for acquisition of ABC ownership or control. Tacitly understood, however, that all negotiations for sale are off.

1 FULLTIME, 4 DAYTIME CPs GRANTED BY FCC

CONSTRUCTION PERMITS for one fulltime, four daytime AM stations granted by FCC Friday. Three existing outlets won facilities improvements.

KAST Astoria, Ore., granted switch from 250 on 1230 kc to 1 kw on 1370 kc, directional. WPFB Middletown, Ohio, operating 1 kw day on 910 kc, given authority to use 100 w after local sunset. KGIW Alamosa, Col., given change of hours from specified (7 a.m.-4:30 p.m. and 6-9:30 p.m.) to unlimited, operating 250 w on 1450 kc. New station grants:

Georgetown, S. C.—Dr. John T. and Helen M. Assey and Harmon L. Duncan, 1400 kc, 250 w, fulltime; estimated cost $29,500. Dr. Assey is local physician while Mr. Duncan is vice president and general manager of WDUK Durham, N. C. Each partner holds one-third interest.

Olathe, Kan.—Johnson County Broadcasting Co., 1590 kc, 500 w, daytime; estimated cost $19,500. Co-partners: Cecil C. Pember, owner Pember Clothing Store; Robert R. Osborne, banker; Ernest W. Miller, editor weekly "Olathe Mirror"; William J. Braddock, vice president in charge midwest office, Kansas City Farmers Insurance Group; Paul Marcum, state agent for Farmers Insurance; Earl N. Garrett, AP sports writer.

Fuquay Springs, N. C.—S. S. Adcock, 1460 kc, 1 kw, daytime; estimated cost $14,400. Grantee is owner Lillington Radio and Auto Supply Store, Lillington, N. C.

Birmingham, Ala.—The Magic City Broadcasting Co., 1220 kc, 1 kw, daytime; estimated cost $20,902. Partnership: E. M. McElroy, Reo truck and bus distributor; J. E. Reynolds, ex-manager WVOK Birmingham, now in radio analysis research.

Junction City, Kan.—Junction City Broadcasting Co., 1570 kc, 1 kw, daytime; estimated cost $14,230. Co-partnership: Ralph L. Weir Jr., head of electronics division, Naval Supply Depot, Clearfield, Ogden, Utah, and Richard P. Meek, chief engineer WMBH Joplin, Mo.

NAB COMMITTEE TO REVIEW CONVENTION WEEK PLANS

PROGRAM for NAB Broadcast Engineering Conference, April 6-9, one of major events of NAB convention week in Chicago, to be worked out at Jan. 10-11 meeting of NAB Engineering Executive Committee, according to Neal McNaughton, assistant director of engineering.

Already plans have been made for series of technical papers covering newest engineering developments. All will be on "how to do it and how to improve it" level. Committee session will be held at NAB Washington headquarters.

WPIX EMPLOYES VOTE

TECHNICAL employes of WPIX (TV) New York Thursday and Friday voted on seven bargaining units as agreed on by IATSE, NABET and IBEW after NLRB hearing. Of 37 TV engineers, 30 voted for IBEW, four for NABET, three did not vote. All five film projections voted for IATSE (No. 306). Film laboratory technician vote was seven out of eight for IATSE local (No. 702). Both film sound engineers voted IATSE (No. 52) and all six stage employes for IATSE (No. 1). Of 10 film cameramen, nine voted for IATSE (No. 644). All five film editors voted IATSE (No. 771). Negotiations to start after NLRB certification.

WMEX HEARING DEFERRED

FCC HEARING on WMEX Boston license-renewal and transfer application, slated today (early story, page 24), postponed by FCC Friday to Jan. 4.

AMBASSADOR THURSTON HEADS U. S. DELEGATION

WALTER THURSTON, Ambassador to Mexico, named chairman of U. S. delegation to International High-Frequency Conference succeeding Special Ambassador R. Henry Norweb recuperating from spinal operation in Cleveland. FCC Commissioner George E. Sterling vice chairman, moved up to alternate chairman. Fred Trimmer, chief of International Radio Frequency Section State Dept., named vice chairman.

Carlos Maristany, chairman of Cuban delegation, walked out of Mexico City conference reminiscent of second NARBA in Washington two years ago. He protested procedure of J. Van Den Broek, conference chairman. Conciliation urged by Lazaro Barajas, vice chairman, on suggestion of Jacques Meyer, French delegation.

Technical subcommittees had completed work on antennas and confirmed work of original planning committees. Several committees continue work during holidays since no general recess has been called.

IMPASSE DEVELOPS IN COAXIAL ALLOCATION

QUESTION of inter-network allocation of westbound coaxial cable linking eastern and midwestern television stations was still unsettled last week despite efforts of AT&T to evolve compromise.

After two days of sessions called by telephone company and attended by representatives of four television networks and one two-station coalition, allocation of 7-8 p.m. Monday through Saturday period and of entire Sunday evening time was still in dispute. None would yield in requests, and executives of AT&T retired to make their own allocation this week. Participants in allocations scramble are ABC, CBS, DuMont, NBC and special two-station association of WGN-TV Chicago and WPIX New York.

Closed Circuit

(Continued from page 4)

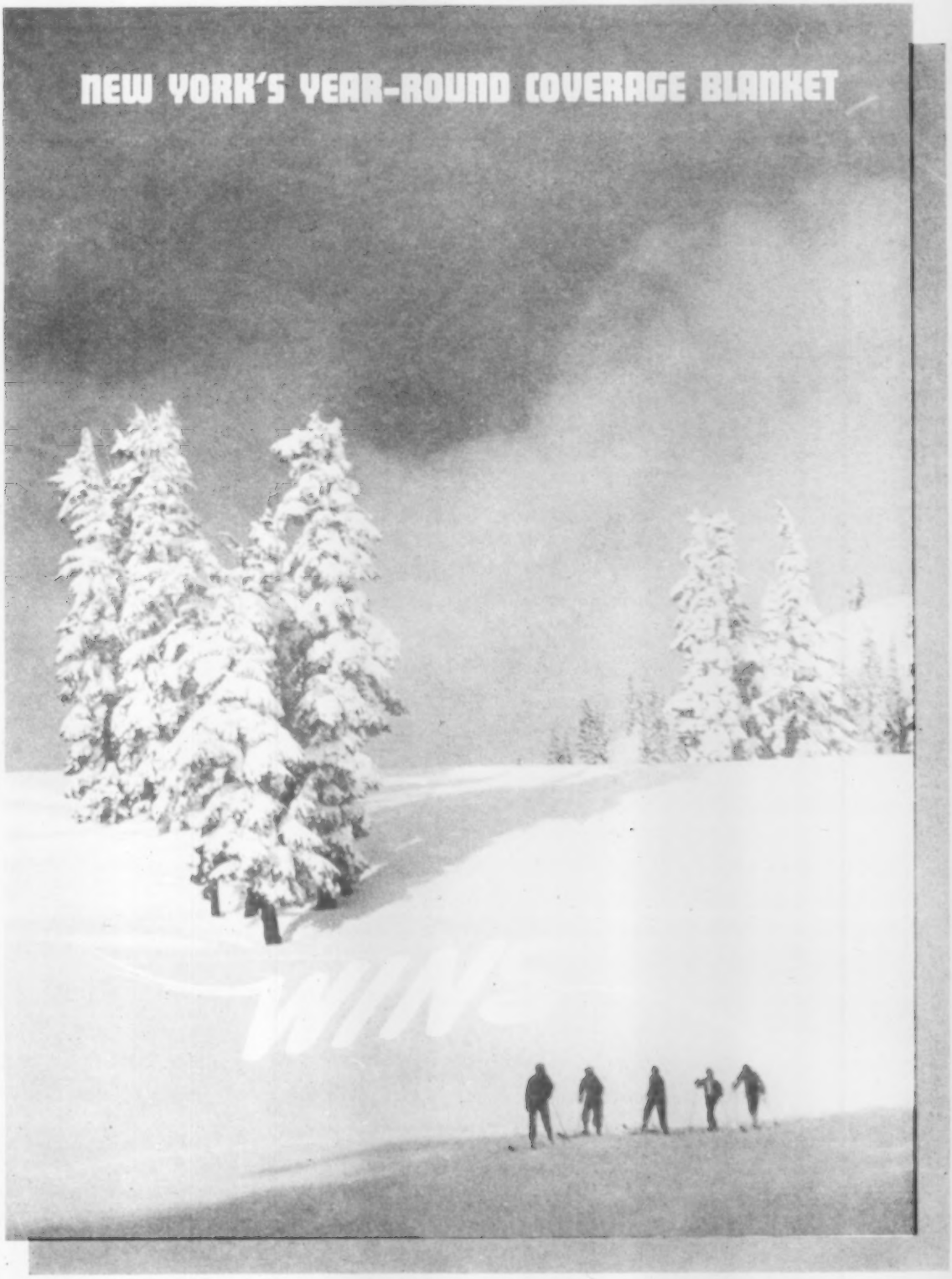
tion, one medium-station post may be vacated until April convention since results of balloting won't be known until fortnight after mid-February board meeting.

LATEST Fred Allen threat to retire from radio believed based on desire to have rest period for development of television show (story page 22).

SPONSORED RADIO looms importantly in plans of New York City Commerce Dept. Efforts to "sell" city to nation as holiday spot, convention city, and industrial and merchandising center.

DWIGHT D. DOTY in line for promotion to chief of FCC Law Bureau's AM Branch succeeding Edward F. Kenehan, who resigned to enter private practice (story page 96).

THERE'S TALK of shift of CBS affiliation in Fresno from KARM (5,000 w on 1430 kc) to KFRE, which holds construction permit granted last March for 50,000 w on 940 kc following merger. Under merged structure J. E. Rodman holds 40% of new station, with Tulare Kings Counties Radio Assn., holding balance. KFRE is now ABC outlet.



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